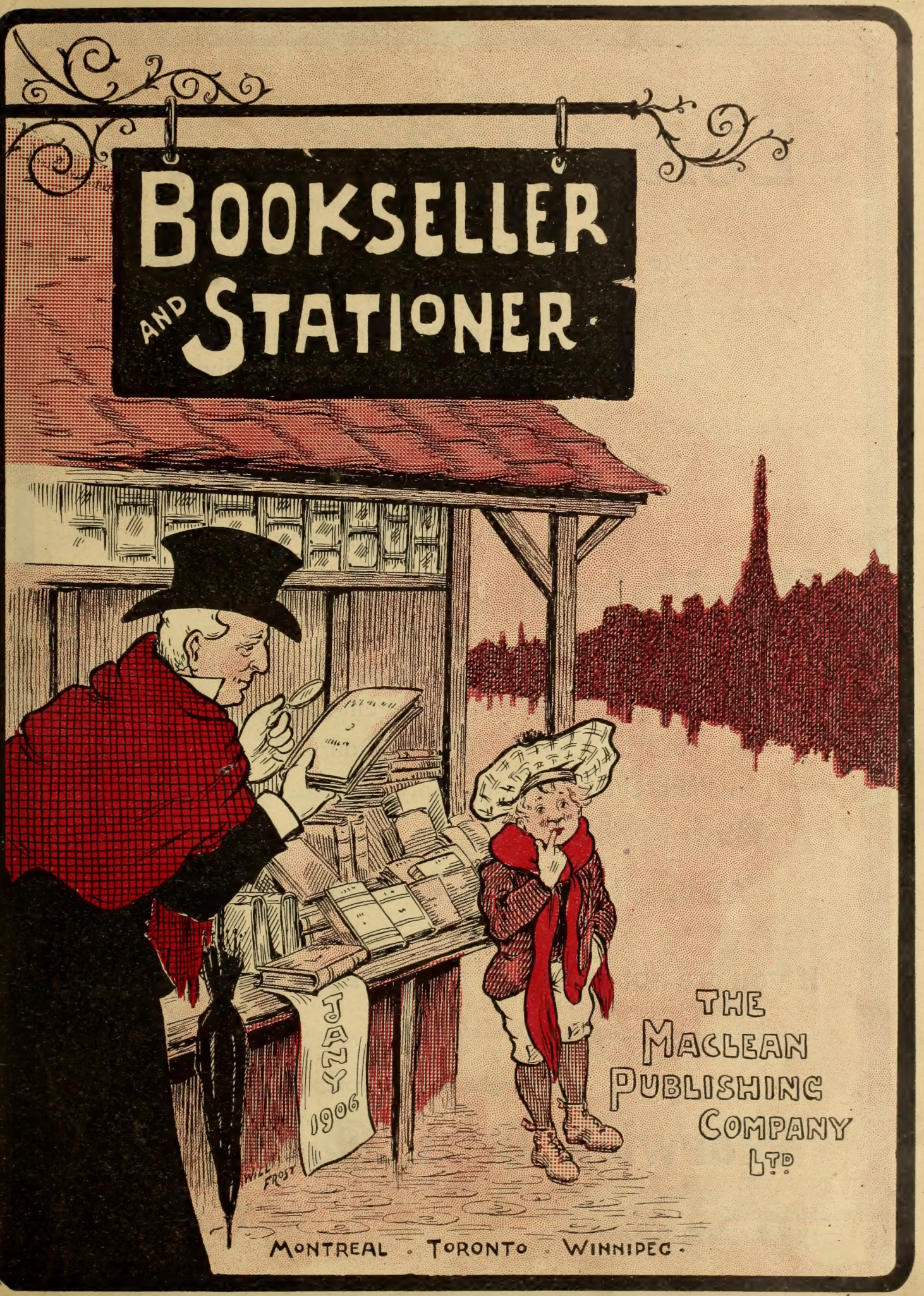


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VOL. XXII., No. 1. Price $1.00 per year.



THE MACLEAN PUBLISHING COMPANY LTD

MONTREAL . TORONTO . WINNIPEG .

Lorraine Stationery

Lorraine Stationery has made a place unique in the history of the stationery trade in Canada. From its inception the demand has grown so rapidly that it is now in course of manufacture constantly, and strenuous efforts are required to keep the entire range always in stock.

We Make It

In NOTE PAPER—Boudoir, Regent and Duchess sizes.
In ENVELOPES —Boudoir, Regent and Duchess sizes.
In TABLETS—Octavo, Regent, Double Regent, Quarto.
In PAPETERIES—Regent only.

All lines in two shades---White and Azure

If you are not selling it, we are both losing money

Get samples at once from

Warwick Bros. & Rutter

. . . Limited . . .

Makers of High-Grade Stationery

TORONTO

"Some Record There Must Be"

Some record of appreciation for the many courtesies of friends and customers during the past year.

Some record of delight at the increased demand for **GOODALL'S PLAYING CARDS** in 1905.

Some record of gratification for the fact that **GOODALL'S PLAYING CARDS** have always given satisfaction.

Some record of avowal that **GOODALL'S PLAYING CARDS** will continue to be the best.

Some record of results that it will pay you to handle **GOODALL'S PLAYING CARDS.**

Several new designs out this year.

Trade supplied through the Wholesale

A. O. HURST, 24 Scott St., - TORONTO, Canada

"Sports" Playing Cards



LACROSSE DESIGN.

THE BEST VALUE IN THE MARKET.

ONE OF MANY VARIETIES.

Leaders in a second grade — GOOD LUCK and ST. LAWRENCE.

SPECIAL CARD FOR WHIST PLAYERS

Colonial Whist

We are headquarters for PLAYING CARDS

MADE IN CANADA.

Style and finish equal to Imported Cards.

Advertising Cards of all sorts—Novel Designs.

FOR SAMPLES AND PRICES APPLY—

The UNION CARD & PAPER CO., Limited

MONTREAL.

The Kelk-Sutcliffe Co.

We announce the arrival of our

NEW SPRING STOCK OF

Rubber Balls

VIRTUALLY EVERY KIND USED.

FANCY PAINTED BALLS

To retail from 5c. to 75c.

Beautifully bright, clear colorings nicely assorted in dozens, half-dozens and quarter-dozens, according to price. In **Prime Condition—Good Bouncers.**

SOLID RUBBER BALLS to retail from **1c. up.**

BALLOONS

In Splendid Quality Rubber. Assorted styles, with and without whistle. Fancy Shapes and Ordinary Ball. **Lines to retail from 1c. to 5c.**

"SURPRISE" AND RINK

HOOTERS

Lots of noise. Handy size. To retail at **2c. and 5c.**

The Kelk-Sutcliffe Co.

Successors to F. & E. W. KELK

76 York St. below King, **TORONTO**

Account Books

Now

Manufacturing all Kinds,

Sizes and Qualities

Ledgers
Journals
Day Books
Cash Books
Bill Books
Letter Books
Minute Books
Invoice Books
Scrap Books
Memo. and Pass Books
Trial Balance Books
Joint Stock Books
Loose Leaf Price Books
Graves' Indexes
Notes, Drafts, Receipts
Our Loose Leaf Ledgers
Unsurpassed

SPECIAL PATTERNS OF ANY DESCRIPTION MADE TO ORDER

BROWN BROS., LIMITED

MANUFACTURERS OF ACCOUNT BOOKS, LEATHER GOODS, STATIONERY

51-53 Wellington St., W., TORONTO

HOTEL DIRECTORY.

WINDSOR HOTEL, HAMILTON, BERMUDA

This House is pleasantly and conveniently located on the East Side of Queen Street. The rooms are bright and cheerful. Every attention paid to guests. Billiards and pool. Hot and cold water baths. A. McNICOL, Prop.

TOWER HOTEL, GEORGETOWN, DEMERARA, BRITISH GUIANA.

This first-class hotel is most conveniently situated in the coolest and healthiest dart of the city. Five minutes from railway station and steamer stallings, and near to all principal public buildings. Cool and lofty bedrooms. Spacious Dining and Ladies' Rooms. Billiard Room. Electric light throughout.

VICTORIA LODGE

Mrs. J. F. SMITH, Proprietor. HAMILTON, BERMUDA

Opposite Victoria Park and Cedar Ave. Private board $12 to $14 per week.

BOARD AND ROOM

"THE ARGYLE,"

Mrs. FRASER Cedar Avenue, HAMILTON, BERMUDA

Terms moderate. Also furnished cottages.

THE AMERICAN HOUSE

A. PASCHAL (Prop.) HAMILTON, BERMUDA

Centrally located. Open all the year round.

WOODSIDE BOARDING HOUSE

(CORNER OF MAIN AND LAMAHA STREETS, GEORGETOWN, DEMERARA.)

Cool and airy Bedrooms, Excellent Cuisine, Attendance Qualified. Terms Moderate. Electric Car Loop at gate of premises. Patronage Solicited. Manageress E. COTTAM.

WINTER RESORT—QUEEN'S PARK HOTEL.

PORT OF SPAIN, TRINIDAD, B.W.I.

JOHN McEWEN, Manager. For Rates, etc., apply Trinidad Shipping & Trading Co. 29 Broadway, New York.

THE GRAND UNION

The most popular hotel in

OTTAWA, ONTARIO. JAMES K. PAISLEY, Prop.

DOMINION HOUSE

W. H. DURHAM, PROPRIETOR. RENFREW, ONTARIO

The most popular Hotel in the Ottawa Valley.

The Belleville Business College, Limited

Business firms get the best results by applying to us 10 days before vacancies occur in their employ.

See Catalogue pages 21, 27, 33, 41.

J. A. Tousaw, Secretary. BELLEVILLE, ONTARIO. J. Frith Jeffers, M.A., President.

THE TELEPHONE

Is a companion, friend and servant combined.
Invaluable for convenience in the household.

LONG DISTANCE TELEPHONE SERVICE

Has no equal for the facility it affords in business life.
Full particulars as to rates and service at the nearest office of

THE BELL TELEPHONE COMPANY OF CANADA

ENVELOPES

From the Makers to Your Store

There is no kind of Envelope we do not make. If your customer wants a special kind made we will make it for you in reasonable time after you send the order in.

Our Commercial Lines of Envelopes are No. 155, No. 5710, No. 2834.

If you do not carry these in stock, write us for samples and prices.

THE BARBER & ELLIS CO., LIMITED

Warehouse: 72 York Street, Toronto *Factory: Brantford, Ont.*

ENVELOPES

LATEST NOVELTY

TRANSPARENT Water Colors

No. 4030 Box containing Eight Transparent and Indelible Colors.

For coloring Photographs, Drawings, Silk, Leather and Pyrography or Burnt Wood, etc., etc.

Excellent for Picture Postcards and Amateur Photographs.

Sample sent on receipt of price.
Retails for 10 cents.
Obtainable from wholesale houses.

THE AMERICAN CRAYON CO.
Manufacturers
A. J. McCRAE, Representative, Toronto

WE HAVE EVERY FACILITY TO TRANSACT
YOUR BANKING BUSINESS
AND INVITE YOUR ACCOUNT

THE METROPOLITAN BANK.

CAPITAL PAID UP, - - $1,000,000.
RESERVE FUND, - - 1,000,000.

SAVINGS DEPARTMENT at all branches.

Interest allowed on deposits of one dollar and upwards

WESTERN ASSURANCE COMPANY.

Incorporated 1851

FIRE AND MARINE

Head Office **Toronto, Ont.**

Capital -	$1,500,000.00
Assets, over - -	3,300,000.00
Annual Income -	3,890,000.00

HON. GEO. A. COX, President.

J. J. KENNY, Vice-President and Man. Director.

C. C. FOSTER, Secretary.

BRITISH AMERICA ASSURANCE COMP'Y

FIRE AND MARINE.

Incorporated 1833

CASH CAPITAL, $850,000.00.

TOTAL ASSETS, $2,043,678.59.

LOSSES PAID SINCE ORGANIZATION, $25,868,544.80.

HEAD OFFICE, - BRITISH AMERICA BUILDING,
Cor. Front and Scott Sts., Toronto.

HON. GEO. A. COX, President. J. J KENNY, Vice-President and Managing Director
P. H. SIMS, Secretary.

Money

CAN BE SAVED BY MEANS OF AN ENDOWMENT POLICY.

YOU CAN ONLY SECURE SUCH A POLICY WHILE YOU ARE IN GOOD HEALTH.

Pamphlets and Full Particulars regarding the New Accumulation Endowment Policy sent on application.

Confederation Life ASSOCIATION

W. H. BEATTY, President.

W. C. MACDONALD, ACTUARY. J. K. MACDONALD, MANAGING DIRECTOR.

HEAD OFFICE, - TORONTO, CANADA.

Congress Playing Cards



Above designs copyright, 1905, by The U. S. Playing Card Co.

will, where so ordered, be put up in our special boxes (patented Nov. 14, 1905) that can be used for display easels. No extra charge for these boxes.

The boxes take up but little counter space, and make an attractive display of Congress Cards, thus largely increasing sales.

Congress Cards, when properly displayed, sell at sight.

Order through jobber. Handsome display card, showing full line, free to Congress dealers, upon request.

THE U. S. PLAYING CARD CO., Cincinnati, U. S. A.

VALENTINES

RETURNED JAN 26 1906

St. Valentine's Day



February 14th

We carry and control the most unique and up-to-date lines offered to the **TRADE**

Lace Valentines, Comics, Novelties, Valentine Post Cards, etc.

Prices and full description of all lines in our illustrated CATALOGUE. SEND FOR A COPY.

Easter Cards, Booklets, Novelties and Easter Post Cards

Our travellers are showing complete line of SAMPLES of these **PICTORIAL POST CARDS**—
Complete stock of "**ART**" series and "**DAVIDSON BROS.**" Send for lists.

THE COPP CLARK CO., Limited, 64-66 Front St. West, **TORONTO**

C. Brandauer & Co.'s - Limited



SEVEN PRIZE MEDALS.

CIRCULAR POINTED PENS

These series of Pens neither scratch nor spurt. They glide over the roughest paper with the ease of a soft lead pencil. Assorted Sample Boxes, 6d., to be obtained from all Stationers. If out of stock, send 7 stamps to the Works, BIRMINGHAM. Attention is also drawn to our Patent Anti-Blotting Pens.

London Warehouse : 124, NEWGATE STREET, E. C.

Canadian Agents: H. O. KNOWLES CO., 511 Coristine Building, MONTREAL

SCRIBBLERS AND EXERCISE BOOKS



Large Variety of Covers. Historical, attractive and instructive descriptions of subject on back cover.

Samples and prices sent on demand.

Librairie Beauchemin
LIMITED
MONTREAL



A.W. FABER'S

In Assortments Gross Packages



PURE RUBBER BANDS

or by the Pound

FOR SALE BY ALL STATIONERS



Do You Illustrate Your Ads.?

A bright design often goes a long way to increase the effectiveness of a good advertisement.

Our Pictorial Ad. Department is designed to assist our patrons to improve the quality of their advertising at the lowest possible cost.

Our artist will submit sketches to suit any trade and finish sketches when approved.

Just the actual work of artist and cost of plate will be charged for.

Your advertisement will stand out distinctively. It will be exclusive. It will pay.

Don't hesitate to ask for what you want. We will see that you get it promptly.

Pictorial Advt. Dept.

THE MacLEAN PUBLISHING CO., Limited

Montreal Toronto Winnipeg

"Well Begun Is Half Done"

PROGRESSIVE STATIONERS

Know

THE **OFFICE NEEDS** FOR

1906

WE MAKE THE BEST

FOOLSCAP BLANK BOOKS

IN 3 QUALITIES.

DEMY BLANK BOOKS

LEDGERS—1, 2 and 3 Account; **LEDGERS**—1 Account: **JOURNALS, DAY BOOKS** (Broad and Long) ruled single and double columns, **CASH BOOKS, MINUTE BOOKS.**

COUNTER BOOKS
SALES BOOKS
ONE QUIRE BOOKS
QUARTO BOOKS
LETTER COPYING BOOKS
RECEIPT BOOKS

PRIVATE ACCOUNT BOOKS
BILL BOOKS
INVOICE BOOKS
LEDGER INDEXES
ORDER BOOKS
MEMO. BOOKS

AND HAVE

A COMPLETE STOCK——

Of Sundry Office Requirements

"OLD FRIENDS ARE BEST"

THE COPP CLARK CO., Limited

Manufactory:
67 to 79 Colborne Street

Warehouse:
64 and 66 Front Street West

TORONTO

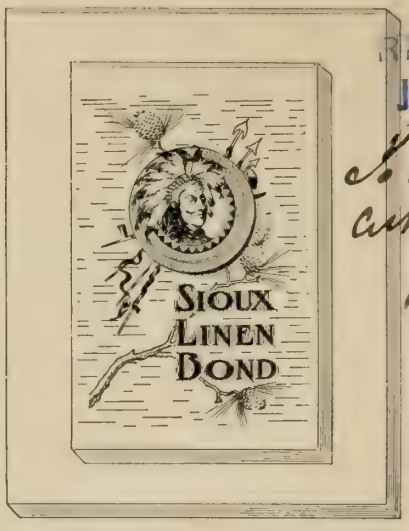
TABLETS

We mention here a few of our new designs recently brought out, which are worthy of special mention.....



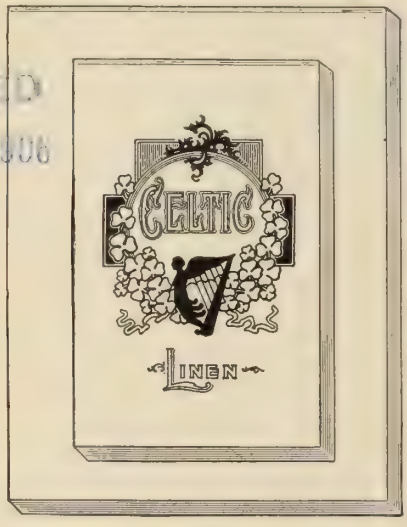
ENGLISH FABRIC

Cloth-finish paper, white and azure, in 8vo and 4to sizes, plain only. We supply Royal size Envelopes to match in each color.



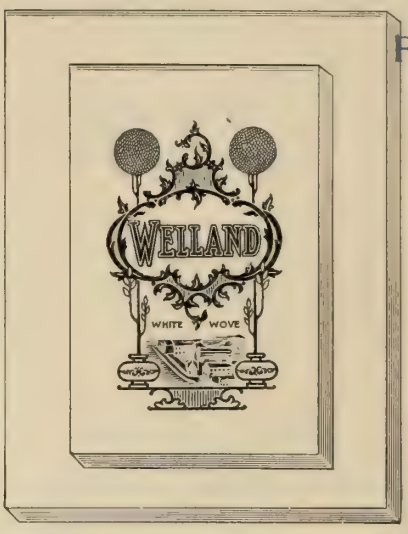
SIOUX LINEN BOND

Light-weight bond paper, white, in 8vo and 4to sizes, plain only.



CELTIC LINEN

Fine linen paper in 8vo and 4to sizes, ruled and plain, special value.



WELLAND

White wove paper, in 8vo and 4to sizes, ruled and plain, special value.



STAR

Examination fcap. pad, with margin line and handsome cover printed in silver, to retail at 5c.



CRESCENT

Examination fcap. pad, with margin line and handsome cover printed in silver, to retail at 10c.

Your stock will be benefited by laying in a stock of above lines.

W. J. GAGE & CO., LIMITED Toronto

Sample Rooms: 54 FRONT ST. WEST.

Warehouse and Factory: 82 TO 94 SPADINA AVE.

Paper Mills: ST. CATHARINES

RETURNED JAN 26 1906
RETURNED JAN 26 1906
RETURNED JAN 26 1906
RETURNED JAN 26 1906
A. Comer Art Book 45 page 95

THE

Bookseller and Stationer

Subscription, One Dollar a Year. Single Copies, Ten Cents.

Vol. XXII. MONTREAL AND TORONTO, CANADA, JANUARY, 1906. No. 1.

OFF FOR ANOTHER YEAR

AND still we grow! In the year 1903 this paper gave its readers a volume of twelve numbers, totalling 354 pages. In the year 1904, a volume of thirteen numbers was provided, there being an extra issue on account of the Toronto fire, and the total of pages was run up to 500. Last year, twelve numbers were issued with a total of 568 pages. So in tabular form our growth looks like this :

1903	12 issues	354 pages
1904	13 issues	500 pages
1905	12 issues	568 pages

Naturally much of this increase has been occasioned by the growing demands of advertisers upon our space, but we have always gone on the principle that increased advertising patronage demands increased reading matter, so that during 1905 we gave our readers more information and more illustrations than ever before.

* * *

This month we have pleasure in reproducing the interior of J. J. Taylor's store at Sault Ste. Marie. Though we have never seen Mr. Taylor's store, traveling men pronounce it to be one of the best in Western Canada, and that is saying a good deal. Next month we will show pictures of Mr. R. A. J. Little's store in Oshawa, and in following months other stores have been arranged for. We hope to be able to illustrate a few of the stores in the Maritime Provinces during the year. Several of these places of business were inspected last Summer by a member of our editorial staff, who found them most interesting. At the opening of the year, let us repeat our offer to illustrate any up-to-date store in Canada.

* * *

In the next Bookseller and Stationer we will publish an article which we have secured from an advertising specialist, on the power of the small advertisement. The lessons it contains should be taken to heart by many of our readers. We all know how few booksellers advertise; some because they do not believe in it, others because they imagine they cannot afford it. We use the word imagine advisedly. If the bookseller would cease looking upon advertising as an out-and-out expenditure, and rather view it as an excellent investment, he would not be so diffident about it. Money put into advertising —the proper kind of advertising—is an investment that pays a good dividend. Learn this lesson and then begin. As our instructor shows, the investment need not be large. The small advertisement can be made to pay its dividend as well as the large one. For brain power the small man often surpasses the big man. The New Year is an excellent time to begin this small advertising. If you have any questions to ask do not hesitate to write to us.

* * *

There are a few good points to be found this month in our editorial pages. Perhaps, reader, you are not accustomed to read these pages, deeming them to consist of mere dryasdust platitudes. There you are wrong. We endeavor to make the editorial pages the kernel of the whole paper, and every month some suggestion is to be found there that would do your business good. But be this as it may, we have started the year with an appeal to our readers to get out of the rut and do things.

Have you noticed how the bankers are doing business now? They no longer are content to sit behind their wickets and wait for customers. No, they advertise, they canvas, they lobby, and they work for business in a way that the old-timers regard as scandalous.

Have you watched the local printer? He doesn't wait in his office for the jobs to come in, like he used to do not so long ago. No, he puts on his coat and scurries round town, leaving blotters here and there, offering suggestions and making work come to him.

The bookseller and stationer should wake up and do likewise. Let him be a miniature wholesaler, with a local traveling staff. Blank books to-day among the business men, greeting cards before Christmas, books among the literary people—there are great chances on every hand.

* * *

We would like to hear from our readers now and then. Suggestions as to improvements in the paper, information as to grievances in the trade, personal paragraphs, will always be welcome. Reader, you may not think the petty grievance under which you are laboring worth writing about. But others may be suffering from the same grievance, and an agitation in this paper may do a lot towards removing it. We would like you to remember that we are your organ and your advocate. Use us whenever occasion arises.

PUBLISHERS' ANNOUNCEMENTS

NEW CANADIAN EDITIONS THIS MONTH.

BOOK	AUTHOR	PUBLISHER
Divine Fire	May Sinclair	McLeod & Allen
A Prince of Lovers	Sir Wm. Magnay	Poole Pub. Co.

A. C. McClurg & Co., Chicago.

A. C. McClurg & Co., of Chicago, are planning for 1906 a very interesting list of books, covering a very diversified field. Their plans for fiction during 1906 include a historical romance entitled "Nicanor : Teller of Tales," which will be brought out as a companion volume to their successful volume, "For the White Christ," with pictures in full color and decorations by the Kinneys, who have become celebrated the country over for their ability to produce rich and striking illustrations. Also "For the Soul of Rafael," a picturesque and dramatic story of an old Spanish mission town of Southern California, by Marah Ellis Ryan, which will have some altogether unusual and unique photographic illustrations of a kind seldom hitherto used for book illustrations. Also a new novel of Irish life by Katharine Tynan, author of "The Dear Irish Girl," "A Daughter of the Fields," "Julia," etc., who can always be counted on for a delightful story, with four delicate and graceful illustrations from pen and ink drawings by George Alfred Williams.

Those who have enjoyed Randall Parrish's remarkably popular works will be interested to learn that there will be a new story by this author in which the Custer massacre will provide the dramatic climax ; and there will be a sombre and powerful tale of mediaeval Italy, entitled "Ridolfo : The Coming of the Dawn," by Egerton Williams, who has already secured flattering recognition for his charming book, "Hill Towns of Italy" ; and a brilliant character novel of English social life by Netta Syrett, called "The Day's Journey," with four illustrations by Jay Hambidge.

The Macmillan Company of Canada, Limited.

Fortunately for the Macmillan Company, their stock of books had not been received when the company's premises were damaged by the fire in the Oxford Press building. Only the office furniture was destroyed.

At present the manager, Mr. Frank Wise, is busy transferring to his office the stock of titles carried up to the present time by Morang & Company, Limited. Shipments of books from England are arriving daily and Mr. Wise will soon have a long list of titles in stock. He will cover the trade early this Spring.

Tre Westminster Company.

The Westminster Company have in the press a religious work by the young Montreal divine, Rev. John MacKay. The book is called "Religion, as Friendship with God." It is pronounced an admirable piece of writing, throwing an entirely new light on a time-worn subject.

A new book by Marian Keith, author of "Duncan Polite," will be issued in February by the Westminster Company. It is entitled "The Silver Maple." Admirers of the first-named book will find "The Silver Maple" even better than that clever story.

McLeod & Allen.

By arrangement with the English publishers, McLeod & Allen will shortly bring out a Canadian edition of "Divine Fire," by May Sinclair. This book has had a remarkable run both in Britain and the United States, and a Canadian edition at $1.25 should be welcome.

McLeod & Allen intend to push vigorously the sale of "The House of One Thousand Candles," by Meredith Nicholson. This book came out too near the holiday season to have justice done to its merits. It should have a splendid sale, as it is certainly a most readable book. $1.25 cloth and 75 cents paper.

Poole Publishing Company.

This month the Poole Publishing Company will bring out a Canadian edition of "A Prince of Lovers," by Sir Wm. Magnay, in a cloth binding at $1.25.

About February 1 the Poole Publishing Company will probably place on the market an edition of "The Long Arm," by Samuel M. Gardenhire. They expect a heavy demand for this book.

"The Conquest of Canaan," by Booth Tarkington, has been a good proposition on the Canadian market and it is still selling well.

The Musson Book Company, Limited.

The Musson Book Co., Limited, of Toronto, have opened up an office in London, England, at Mansion House, Queen Victoria street.

A Canadian edition of Guy Thorne's next novel, the title of which will be "It Was First Ordained," is in preparation by the Musson Book Company. Mr. Thorne in dealing with social questions is one of the strongest writers in the English-speaking world. His first book, "When it Was Dark," is still very popular, and "It Was First Ordained" will be one of the leaders for 1906. It will be ready about the first of April.

L. C. Page & Company, Boston.

L. C. Page & Company's first publication for 1906 will be "The Passenger from Calais," a detective story by Arthur Griffith, which will be issued about January 10. This will be followed on February 1 by Morley Roberts' new novel, "The Idlers." "The Idlers" has already appeared in England, where it is receiving much attention. Its exposition of the smart set of London is compared to Mrs. Wharton's treatment of the American social class of the same name, in her "House of Mirth."

William Briggs.

Mrs. Henshaw's superb work on the "Mountain Wild Flowers of Canada" is now in course of issue by William Briggs and will be ready in time for the travelers to carry on their Spring trips. Mrs. Henshaw has had the good fortune to secure endorsation for her work from the Government botanists, Prof. Macoun and Dr. Fletcher. In a letter for inclusion with the volume Prof. Macoun says : "It was the one book needed. That the work should have been done as you have done it is more than I could have hoped. The beauty of the photographs, the absolute correctness of the grouping of the flowers, the concise and yet complete descriptions make it easy even for the visitor of a day to identify all the plants he is likely to see." It is gratifying to know that in competition with leading American engravers the Grip Company of Toronto secured the order for the half tone engravings (100 full-page plain and a colored frontispiece), both as regards quality of work and price. A handsome cover design has been made for the book by Mr. C. W. Jeffreys. It will retail at $2 net.

The forthcoming reprint of Mrs. Traill's valuable work, "Studies of Plant Life in Canada," (William Briggs) will be embellished with 20 full-page engravings, reproductions of the exquisite and marvellously accurate paintings of Mrs. Agnes Chamberlin. Eight of these will

be reproduced in colors. The book will be one to be prized by lovers of the wild flowers. Mrs. Traill's descriptions are most charming and Mrs. Chamberlin's drawings are not only accurate but exceedingly beautiful. The work has the endorsation of Prof. Macoun and Dr. Fletcher, the Government botanists, and will be useful to students of botany.

William Briggs will have several notable volumes on his list for 1906. Among these are new novels by Sir conan Doyle, S. R. Crockett, Mrs. Humphry Ward, Marie Corelli, Ellen Thorneycroft Fowler, Headon Hill, Guy Thorne, and other popular writers, announcement of date of issue of which will be made in due time.

The reviewers are giving high praise to the verse in both Wilfred Campbell's and Isabella Valancy Crawford's recently published volumes. It is matter of congratulation that our young country can claim these books as her own. Both are notable volumes in the literature of poetry. Both should find their way into Canadian homes from Atlantic to Pacific to have a place in the little "corner bookshelf" of special favorites. Both have the rare stamp of genius and are distinctly Canadian. Miss Crawford's "Canada to England" and "The Rose of a Nation's Thanks," and Campbell's "Canada," "England," "Crowning of Empire," etc., are noble poems, stirring the pulse of the patriot like a bugle call.

William Briggs will publish a Canadian edition of "Vikings of the Pacific," Agnes C. Laut's new book, a valuable contribution to the history of the west detailing the doings of the early navigators, Spanish, Russian and English, on the Pacific coast. The work will make a fine companion volume to "Pathfinders of the West."

RETURNED
JAN 26 1906



William Wilfred Campbell,
The Distinguished Canadian Poet.

RETURNE
JAN 2 19
To Cancel
Card Book
page 5



Isabella Valancy Crawford,
The Canadian Poetess

Miscellaneous.

The Historical Publishing Co., 446 Parliament street, Toronto, have issued a neat catalogue of a collection of Canadian and miscellaneous books and pamphlets that will interest booklovers interested in Canadian literature.

A useful little book is issued by William Dawson & Sons, Limited, "Cannon House," Bream's Buildings, London, E.C., giving a list of annual subscriptions to English and foreign newspapers, magazines, etc. These are classified in a helpful manner, and the list is absolutely reliable. New and corrected editions of the book are issued from time to time.

The latest addition to the York Library, published by George Bell & Sons, London, is "The Essays of Michel de Montaigne," in three volumes. The translation utilized is that of Charles Cotton, and the text has been carefully revised by W. Carew Hazlitt. A short biographical notice of Montaigne throws an interesting light on his life. As usual, the books come in cloth or leather bindings at two and three shillings, respectively. They are of a conveniently small size, and yet not too small to be unsuitable for the library shelf.

The following promotions have been made in the staff of the Copeland-Chatterson Co., Limited, Toronto: Mr. W. H. Huyck has been made assistant to the general manager; Mr. A. G. Randall, general sales-manager; Mr. J. S. O'Higgins, advertising manager, and Mr. Charles E. Clifford, manager of purchasing department.

BOOKS OF THE MONTH.

BEVERIDGE, ALBERT J.—"The Young Man and the World." New York: D. Appleton & Company. Cloth, $1.50 net. Senator Beveridge is himself a young man and he understands his audience thoroughly. His book is a modern "Self Help," teaching a lofty morality and an honest ambition. It is illuminated with a store of literary allusions, that add to the charm of the style. A number of aspects of the question are discussed—the old home, the college, the new home, public speaking, the young man and the nation, etc.

CAMPBELL, WILFRED.—"Collected Poems." Toronto: William Briggs. Cloth, $1.50. Of the numerous band of contemporary Canadian poets, none occupies a more representative position than Campbell. His verse, which is here collected for the first time into a single volume, breathes a lofty patriotism and an ardent love of nature that gives a distinction to his writing. His dramatic gift is also notable and some of his dramatic verse is of a high order of merit, giving indication of still better things to come. It is a pleasure to have so choice a Canadian edition of a Canadian poet.

COBB, BENJAMIN F.—"Business Philosophy." New York: Thomas Y. Crowell & Co. Cloth, $1.20 net. This admirable book needs to be read to be appreciated. The philosophy it contains is not of the dry scholastic variety, but is clever, keen and practical. The author is a business man, who has passed through a variety of experiences, and his advice is full of sound common sense, interspersed with illustrations that every business man, big or small, can appreciate. This book should be read and re-read by every man of affairs.

GRAHAM, E. MAUD.—"A Canadian Girl in South Africa." Toronto: William Briggs. Cloth, $1.00. Miss Graham was one of the Canadian teachers who went to South Africa in 1902 to instruct the young Boer children in the concentration camps. In this book she gives a narrative of the trip to South Africa and her experiences there. Her observations of men and things are clever and amusing and her story reads with all the freshness and charm of a good novel. The many illustrations scattered through the book add much to its value.

LONG, JOHN LUTHER.—"Sefty." Indianapolis: The Bobbs-Merrill Company. Cloth, decorated pages and illustrations, $1.50. Sefty's love story was full of troubles. He was a lovable chap, with his curly yellow hair, and Sally, the girl he adored, was a beauty and liked him, but then the ways of the Pennsylvania Dutch were against him and because he was slow his rival ousted him and married Sally. But even then there was hope for poor Sefty and in the end he was able to gratify his father's cherished wish. The story is cleverly written and the colored illustrations add much to its charm.

MERTINS, GUSTAVE FREDERICK.—"The Storm Signal." Indianapolis: The Bobbs-Merrill Company. Cloth, $1.50. Despite a few defects in the working out of the plot, this book can truthfully be pronounced a remarkable novel. Its main theme is the negro problem in the southern states and the storm signal denotes the menace that is threatening American civilization. As a picture of the life and character of the negro to-day, the book is powerful. Some scenes reach a height of passion that thrills the reader. Several whites are introduced into the story and the love interest worked out among them gives a contrasting picture to the villainies of the blacks.

SAINT MAUR, KATE V.—"A Self-Supporting Home." New York: The Macmillan Company. Cloth, illustrated, $1.75. This is a practical book, the result of several years' experience. The writer had been a city woman, striving to keep up a home for her husband on a small allowance. She conceived the happy idea of taking a small farm out in the country and going in for poultry raising, dairying, etc. By this means she was able to establish a self-supporting home. The book is full of information and sound advice on the various problems that confront the person who wishes to go in for this kind of life.

SANGSTER, MARGARET E.—"Radiant Motherhood." Indianapolis: The Bobbs-Merrill Company. Cloth, $1.50. This is a book to be highly recommended to mothers both old and young. It is a sympathetic study of the problems that confront the mother. Divided into chapters, each one is found to treat of some important phase. There are "The Child and Religious Training," "The Children in School," "Outdoor Life and Pets," "Manners," "Home Reading," and many more. Mrs. Sangster knows her theme and writes down much good advice, which, if followed, will make the coming generation a blessing.

TARBELL'S TEACHER'S GUIDE TO THE INTERNATIONAL S. S. LESSONS FOR 1906. 637 pages. Indianapolis: The Bobbs-Merrill Company. This splendid large volume is to be the first of a series, designed to be helpful to the Sabbath school teacher in coming years. The most advanced methods of training the young are introduced and the system followed is designed to secure the very best results. In each lesson, after explaining the text and giving suggestive thoughts from helpful writers, suggestions for teaching the lesson are given, with illustrative thoughts and sentence sermons. Then in order to emphasize the lesson, the personal thought is introduced and subjects for discussion are suggested. The geography of Palestine is explained and general information about the Bible is given.

VAN VORST, MARIE.—"Miss Desmond." New York: The Macmillan Company. Cloth, $1.50. A modern character novel, with the scene laid in Southern France. Miss Desmond, a puritan New Englander, is brought by circumstances into the gay life of the old world and there gradually her narrow vision is enlarged. She is very beautiful and natural, and soon men begin to pay homage to her. Her love story is prettily and sympathetically told and the development of her character and outlook is carefully worked out.

WATSON, H. B. MARRIOTT.—"Twisted Eglantine." New York: D. Appleton & Company. Cloth, $1.50. When that famous court gallant, Sir Piers Blakiston, of Hone, after being storm-tossed in the Solent, landed one evening in the harbor of Lymington, he was plunged by fate into an unexpected love affair that almost proved his undoing. He who had successfully conquered the affections of many a court beauty was compelled to bite the dust by the pretty country girl, Barbara Garraway. The book is full of the intrigues by which he strove to win her love, but she had virtue and a worthy lover on her side and withstood all his advances. The picture which the author has drawn of Sir Piers is a masterpiece.

THE OXFORD PRESS VISITED BY FIRE.

HOW sudden, rapid and complete is the devastation of fire was well illustrated on the morning of Wednesday, December 27, when the handsome warehouse and show room of the Oxford Press at 25-27 Richmond street west, Toronto, were visited by the destroyer and $30,000 worth of books completely ruined, all inside an hour. The fire originated shortly before eight o'clock from some undiscovered source and soon gained control of the entire ground floor, penetrating to the front of the first floor as well.

By quick work on the part of the salvage corps, the stock stored in the basement was covered over before any damage had been done by water, but everything on the ground floor was destroyed, including all the finer stock. This comprised a valuable supply of Bibles, prayer books, hymn books, and beautifully bound Oxford editions of the poets, novelists, etc., besides a stock of fine note paper, and all the office fittings. A large number of Revell books, for which the Oxford Press are agents, were also destroyed. The building and stock were entirely insured.

Mr. S. B. Gundy, the manager, immediately opened a temporary office on the second floor of the building and cabled for a new stock. Fortunately the samples were saved and the travelers will go out on the road just as usual without any loss of time. The remodelling of the building will be begun at once and the arrangements for office accommodation, show rooms and stock rooms will be such as to make the building a marvel of convenience.

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ABOUT CANADIAN AUTHORS.

REV. FREDERICK GEORGE SCOTT spent a few days in Toronto recently, at a meeting of the official committee of the Anglican church, charged with the preparation of a new hymn book. Mr. Scott has not been cultivating his music very assiduously of late, but has been doing some good work, the better, perhaps, because of its not being forced. Hon. Joseph Chamberlain, in a recent speech, did Mr. Scott the honor of quoting two stanzas from his "Hymn of Empire," a noble poem well worthy of a place by the side of Kipling's "Recessional."

* * *

It seems that Andrew Carnegie's gift of Wilfred Campbell's collected poems to his libraries did not include the Canadian libraries. This rouses speculation as to whether the exception was due to the candid criticism of the big millionaire from this side of the line, or because he took advantage of the probability that the Canadian libraries would buy the book for themselves. Even for millionaires a penny saved is a penny gained.

* * *

Robert E. Knowles, the Canadian clergyman whose novel, "St. Cuthbert's," has had a most flattering sale, and added literary laurels to a name known all over Canada for pulpit eloquence, will be a guest of honor at the approaching dinner of the New York booksellers. In addition to his presence there, Dr. Knowles has been asked to attend various functions in and around the city of New York, his reputation as a witty speaker having preceded him.

W. L. Mackenzie King, Deputy Minister of Labor of the Dominion of Canada, has written a volume entitled "The Secret of Heroism," as a memorial to his assistant, Henry Albert Harper, who lost his life in an attempt to rescue a young woman who had fallen through the ice. Although Harper was yet a young man at the time of his death, his brilliant services to the Department of Labor, and his exceptionally strong and beautiful character, had made such an impression that by public subscription a statue was presented to the Canadian Government and unveiled on the grounds of the Parliament Buildings, Ottawa, Sir Wilfrid Laurier accepting the statue on behalf of the Government. The volume is written biographically, with extracts from Harper's writings, and is intended to be more than a memorial—an inspiration to young manhood everywhere. The book appears from Revell's. Mr. King was a college mate of Norman Duncan, the author, and Wilfred Campbell, the Canadian poet.



Damaged Section of Oxford Press Warehouse, Toronto.
Showing Destruction of Thousands of Dollars Worth of Fine Editions of Books. (See page 13).

PUBLIC LIBRARY NOTES.

The public library board of Dundas met on January 3, with Mr. W. F. More in the chair. The magazines and newspapers for 1906 will be secured through W. N Braund.

During 1905 books to the number of 95,000 were issued by the Brantford library, 81 per cent. of which were fiction.

Mr. E. Francis has been appointed assistant librarian of the Vancouver library, in succession to Mr. W. H. Brown.

MAGAZINE COUNTER

SERIALS IN THE MAGAZINE.

AUTHOR.	TITLE.	MAGAZINE.
Lady Napier	A Stormy Morning	Chambers's Journal.
F. Marion Crawford	Fair Margaret	Munsey's.
F. J. Stimson	In Cure of Her Soul	Appleton's.
Marie van Vorst	The Master of Craven	Pall Mall.
Sir A. Canon Doyle	Sir Nigel	Strand (English).
Stanley J. Weyman	Chippinge	Cornhill.
Mrs. Humphry Ward	Fenwick's Career	Century.
F. Hopkinson Smith	The Tides of Barnegat	Scribner's
H. G. Wells	In the Days of the Comet.	Cosmopolitan.
Mary Cholmondeley	Prisoners	American.
Rex E. Deach	The Spoilers	Everybody's.

CURRENT FEATURES.

W. T STEAD discusses the new British Cabinet in the January Review of Reviews. There is a good article with illustrations, "Farming as a Business Enterprise." J. P. Gerrie writes "A Year of Canadian Progress," and Agnes C. Laut takes up "England's Problem of the Unemployed."

"Out With a Moving Picture Machine" is one of the most interesting articles in the January Cosmopolitan. It is fully illustrated. "Germanizing the World," by Charles Edward Russell, in this number, is a strong presentment of an important subject.

The publishers announce that the February Century will be a Mid-winter Fiction Number. Dr. S. Weir Mitchell's short serial, "A Diplomatic Adventure," will begin its course. There will be articles on "The President and the Railroads," "The Portraits of Keats," and "Saving California's Fruit Crop." Mrs. Humphry Ward's serial, "Fenwick's Career," will be continued, as will also Frederick Trevor Hill's biography of "Lincoln, the Lawyer."

"Affairs of State," a serial by Burton E. Stevenson, who wrote "The Marathon Mystery," will begin in the March number of the Woman at Home.

Among the live contents of the February World's Work will be found "The Marvels of Photography," with eight pages of illustrations; "The Diplomatic Masters of Europe," "Conditions in Haiti," "The Cotton Mills," by Arthur Page, "A City's Fight for Beauty," etc.

In the January number of the London Magazine will be found the first chapters of an important serial entitled "The Surge of War," being memoirs of an aide-de-camp to Frederick the Great. This is attractively illustrated. There is also an interesting interview with Guy Thorne, distinguished as the author of "When it Was Dark."

Among the noteworthy contents of the current issue of Munsey's are "The Jew in America," "The Automobile in America," "The Prisoner of the Vatican," "English and American Journalism," "Lord Curzon of Keddleston."

The January number of the Grand Magazine contains a short life of Sir Henry Irving, a story by Morley Roberts; "Do We Take too Much Exercise?" "Traps for the Charitable," "Music in the United States," "Is Disease a Blessing?" and a number of interviews with actors and actresses on "My First Appearance."

A new serial by Stanley J. Weyman, entitled "Chippinge," begins in the January number of the Cornhill. This periodical may always be depended on for excellent serials. It now contains two, the second being "Sir John Constantine," by A. T. Quiller-Couch.

Twenty-five years ago, in January, 1881, the Critic was born. Since then the Critic has grown and flourished, becoming the literary authority of America. One of the most notable features of the January issue is a paper on Franklin, by the Hon. Joseph H. Choate. There are several excellent pictures connected with Franklin's life.

McClure's Magazine, with its staff of special writers, is unique among current magazines. At present Ray Stannard Baker is contributing a series, which he entitles "The Railroads on Trial." Lincoln Steffens is writing character sketches of eminent American politicians, and William Allen White is working along the same line. Ida M. Tarbell is giving attention to modern commercial phases.

The special acticles in the January Forum are "Financial Japan After the War," "The New China," and "Russia's Economic Future." The various reviews of politics, finance, foreign affairs, science, etc., are most entertaining.

The complete novelette in the February number of Lippincott's will be "One Way of Love," by Jennette Lee. There are to be six short stories in this number and an article on "Early Days in Opera in America." A poem by Ella Wheeler Wilcox, entitled "Love's Confessions," will also be a feature.

Short stories by Edith Wharton and Sir Gilbert Parker are announced for publication in the February and March numbers, respectively, of Appleton's Booklovers Magazine. W. A. Fraser will contribute an East Indian racing story to the February number.

A number of valuable articles are announced for publication in the February number of the World To-day. A few of the best of these are "The Origin of Life," "Japan and Its New Crisis," "The Kansas Land Frauds," "Workingmen's Insurance," "The Trolley as a Social Factor," "The New English Art Club," "How Immigration is Stimulated," etc.

Chambers's Journal begins 1906 with a serial story by Lady Napier of Magdala, entitled "A Stormy Morning." The January number presents an exceptionally good bill of fare, the articles being of a bright and instructive character. Newsdealers should find Chambers's a good seller in this country.

Norman Duncan contributes a thrilling story of ice adventure in Newfoundland to the February Pall Mall, entitled "Her Majesty's Mail." Another interesting feature in this number will be "Sport on the Roof of the World," by a soldier-sportsman, telling about a shooting expedition in Central Asia.

"Sir Nigel," the new historical romance by Sir A. Conan Doyle, began its serial publication in the Strand (English edition) December issue. It is not appearing in the American edition, as the rights have been sold to a syndicate of United States newspapers.

The Royal for January is a bright number. The cover is, as usual, a striking one. Among the leading

articles are "The Story of the Bible Society," "When Great Men Woo," and "The Saving of H.M.S. Calliope." The stories are numerous and clever. Altogether the Royal is a capital magazine.

No fewer than four serials of exceptional interest are to be found in the current issues of St. Nicholas. "The Boy's Life of Abraham Lincoln" is the most important feature. "The Crimson Sweater" and "Pinkey Perkins" are absorbing boys' stories, and "From Sioux to Susan" is for girl readers. The St. Nicholas, with its many illustrations, is an ideal publication for the children.

MAGAZINEDOM.

Doubleday, Page & Company will shortly start the publication of a new periodical called "American Farming."

Tom Watson's Magazine changes its name to Watson's Magazine with the February number, and the price will be advanced to 15 cents per copy. Up to March 31 renewals and new subscriptions will be taken at $1 a year; after that the subscription price will be $1.50.

The average claimed monthly circulation of the Ladies' Home Journal in 1905 is said to have been 1,086,000 copies.

The Pan-American Review, written in English and Spanish, has been established at 12 Broadway, New York.

The Era Magazine is defunct.

The subscription prices of all the Munsey magazines will be increased to $1.25 on January 1, and this is said to be an indication that Munsey's Magazine will advance to fifteen cents on the news-stands next year. Country Life in America goes to thirty-five cents on the counter with the January number, $4 a year direct. Subscribers receive several special issues selling at fifty cents.—Publisher and Retailer.

The Independent of New York offers a prize of $25 for the best cover design for its special monthly numbers during 1906.

The post office department having declared the ad contest, which has been conducted by Appleton's Booklovers Magazine, to be a lottery, the publishers have changed the plan. Originally readers were asked to choose the ads they considered best and prizes were offered for the greatest number of replies. Hereafter prizes will be given for the best opinions of ads.—Publisher and Retailer.

The Business Magazine, published by the MacLean Publishing Company, Toronto, has been changed to The Busy Man's Magazine.

TRADE NOTES.

The book, stationery and jewelry business of E. F. Davis, Mitchell, Ont., has been purchased by A. J. Blowes. Mr. Blowes will take possession about February 1.

* * *

Whaley, Royce & Co., Toronto, have started the publication of the Musician, a paper devoted to musical instruments and supplies, and music.

* * *

Buntin, Gillies & Co., Limited, Hamilton, have lately opened up a sample room in Winnipeg, Man., in charge of Mr. Geo. Grey. A full line of samples is displayed here, and western stationers when in Winnipeg might find it to their advantage to call and examine the goods and prices.

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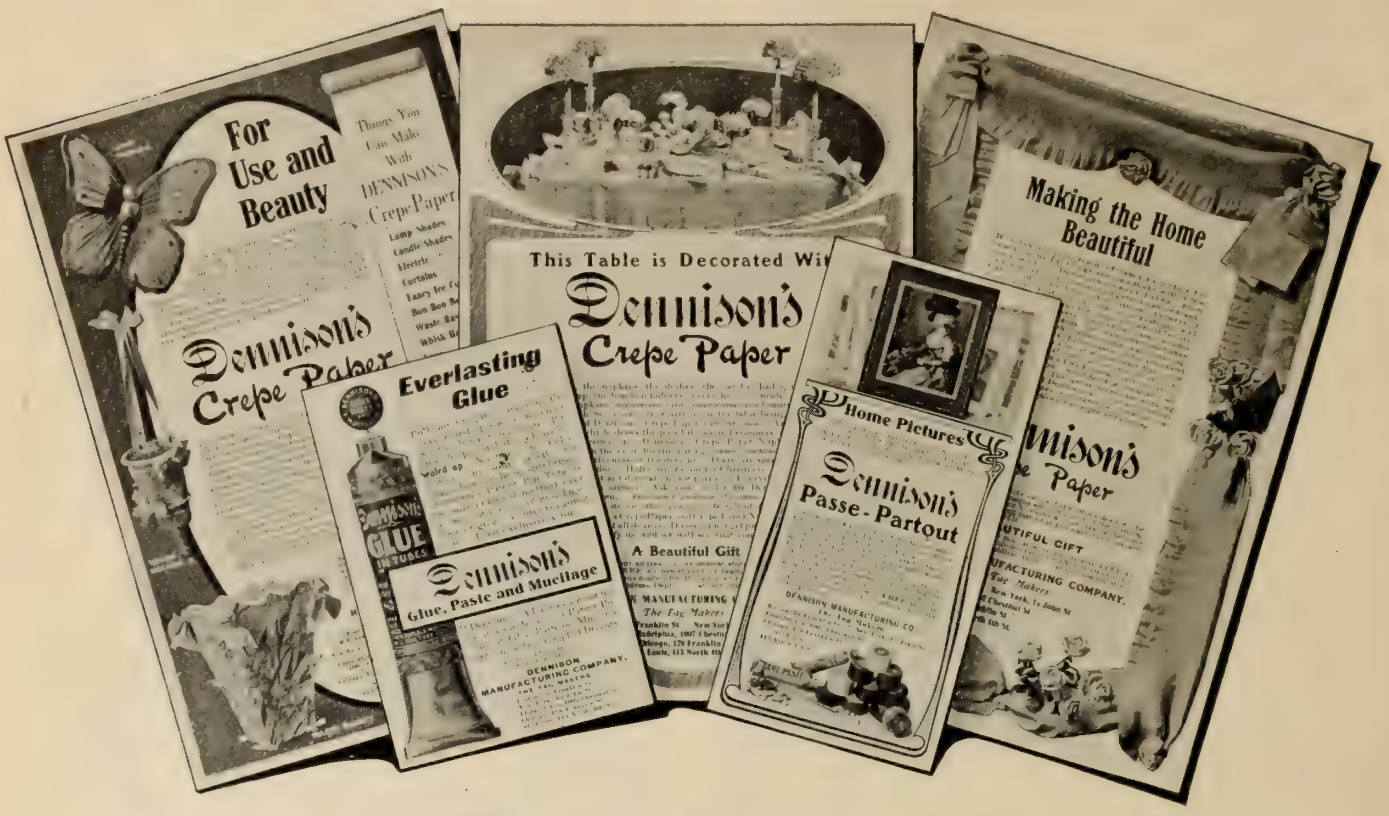
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Sunday, with Financial Section, per year	2 50

Postage to foreign countries for Daily and Sunday editions, add $1.05 per month.

Newsdealers who are not receiving THE NEW YORK TIMES—Daily and Sunday editions—should order a regular supply at once. Write for terms. Address, Circulation Manager.

THE NEW YORK TIMES

TIMES SQUARE, - NEW YORK



What Dennison is doing!

DENNISON originated and has maintained the Crepe Paper industry of the country. Little by little we have shown people how it can be used and have thus developed its field until now it is looked upon as the most popular material for all manner of home, table and gala decorations.

At the present time, Dennison is spending *many thousands of dollars* for advertising in the leading magazines and home journals. This advertising is awakening the artistic interest of the whole country. Every appeal we make is just as much in the interest of the dealers of this land, as ourselves. We want all orders to come through dealers, and we ask the dealers to keep a sharp lookout that they may reap the benefit of our extensive advertising campaign.

We have published for years the book "Art and Decoration" for the sole purpose of educating people in the simple art of making beautiful things from Dennison's Crepe and Tissue Papers. The seventeenth edition is just from the press. Many dealers have availed themselves of this book in increasing the knowledge as to the use of our goods among their customers. As an adjunct and support to a Dennison stock, they are invaluable. If you can use some to advantage, communicate with our nearest store.

Dennison's Crepe and Tissue Papers, Passe-Partout Bindings and our Pure Adhesives in the Dennison Patent Pin Tube—air-tight, all appeal to business and home people, and our purpose is to make it easy for them to obtain the Dennison goods.

In this campaign of education, as exemplified by the attractive and interesting exhibitions and displays in each of our stores, we hope every dealer will decide to participate.

We are always glad to assist dealers in every possible way that will put before the people the unlimited and wonderful possibilities of our Crepe Papers and other goods, and to that end solicit your particular attention. All inquiries will have our careful consideration; or, visit our nearest store, talk with the Manager, and see the advanced ideas exhibited.

DENNISON MANUFACTURING COMPANY

The Tag Makers

BOSTON, 26 Franklin Street **NEW YORK, 15 John Street**
PHILADELPHIA, 1007 Chestnut Street
CHICAGO, 128 Franklin Street
ST. LOUIS, 413 North Fourth Street
MONTREAL, Coristine Building

THE
BOOKSELLER AND STATIONER
and Fancy Goods Review.

Published promptly on the second Wednesday of every month.

The MacLean Publishing Company, Limited

President, JOHN BAYNE MACLEAN, Montreal.

Publishers of Trade Newspapers which circulate in the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, P. E. Island and Newfoundland.

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Vol. XXII JANUARY, 1906. No. 1

MacLean Trade Newspapers:—Enclosed find the sum of $1 00 (as subscription to Bookseller and Stationer.) We consider this the best $'s worth of information which we have had come into our store during 1905, and we wish you increased success for 1906.—The R. O. Smith Co., Orillia.

NEW ADVERTISEMENTS.

Carter Publishing Co., London, Eng.
Cole's National Mfg. Co., Ottawa.
Dennison Mfg. Co., Boston.
Frankel & Co., London, W.C.
Hunt, Philip G., London, E.C.
Millar & Lang, Glasgow, Scotland.
New York Times, New York, U.S.A.
Newnes, George, London, Eng.
The American Crayon Co., Toronto.

UNTILLED FIELDS.

FOR a long time it has been our earnest purpose to arouse the trade from the sort of lethargy or inactivity that at present characterizes it. Whether it is from lack of energy or lack of enterprise, or a mistaken notion of the functions of a bookseller and stationer, the truth is that dealers have come to take a back seat in local trade circles and to sit patiently by while others, more keen and more energetic, take the rewards.

In making this statement let it not be understood that we refer to the every-day counter trade of the dealer or to his staple business. We refer rather to profitable trade openings such as we shall enumerate in the following paragraphs—openings which are his by right and which with a little care and cultivation he may successfully pursue.

Nearly every town and village to-day possesses a library. Naturally there must be frequent purchases of books for these libraries. Let us ask, in how many places are the orders for these books placed through the local bookseller? The truth is, in very few. It is found that in the great majority of cases the order goes to some library supply company in the city.

Now it seems to us that with a little policy the local bookseller can get some or all of this trade. The body that sanctions the purchase of the books is the library board. The library board is usually composed of business and professional men, who get their living from the town. A little convassing of these men should do much to turn their sympathies in the local bookseller's direction. They are usually reasonable men, and they should readily see the strength of the dealer's position. Finally, a plain, direct business letter to the secretary of the board, just before the annual meeting, will be found to clinch the argument.

A second direction in which the stationer should actively bestir himself is in the matter of bookkeeping systems. There are to-day two or three strong firms manufacturing modern loose-leaf systems in Canada. These firms are placing their goods direct in many offices, stores and factories, and are gradually driving out the old-fashioned blank books supplied by the stationery trade.

It behooves the stationer to learn all he can about loose leaf systems. There are manufacturing firms who do supply them to the trade, and they will gladly do all they can to help on their trade customers. Let the stationer acquaint himself thoroughly with the system, and then try to steal a march on the firms who sell direct to the consumer. He should make an annual or semi-annual canvas of all local houses who require bookkeeping supplies, and see to it that they get their goods from him, whether they be new style or old style. If he does do this, he will find some day that the loose-leaf men will get in ahead of him and his trade will dwindle away.

A great many other instances might be cited, where with a little enterprise a good trade might be built up, if only the dealer would get out of his shop and canvas. Let us refer to but one more. Local hotels are accustomed to purchase such articles as toilet paper in good quantities from traveling men or peddlers. There is no reason why the local stationer should not get this trade. He has a right to it, just as much as the butcher has a right to the meat trade and the grocer to the supply trade. He has a strong argument in his favor and should make use of it.

HERE AND THERE AMONG THE JOBBERS

Personal information for the guidance of buyers of stationery and fancy goods, especially procured by "The Monthly Visitor."

A NOTE might well be made of two or three new papeteries now stocked by The Copp, Clark Co., Limited. A neat 25-cent line is the white damask, containing 24 sheets and 24 envelopes, long shape. Toile des Indes is an attractive box containing the pointed flap style of envelope. Irisine linen is a 50-cent English papeterie, handsomely boxed, with sealing wax enclosed and separate drawer for note paper. It might also be noted that a new shipment of the favorite Silk Attire papeterie has arrived.

* * *

The Hippodrome Lead Pencil Exhibit will be found helpful in the sale of pencils. It is named after the great New York Society Circus, with its four rings. The pencils are ranged round the circles. The Copp, Clark Company are the sellers in Canada.

By the addition of a complete line of turkey leather memorandum books in 30 different styles, and a full range of monthly and weekly time books, milkman's account books and bill books in all sizes and bindings, to their regular series of blank books, Warwick Bros. & Rutter, Limited, have completed a remarkably strong and extensive line. Orders for any size, shape and binding can now be rapidly filled.

* * *

W. J. Gage & Co., Toronto, are finding that their loose leaf department is meeting with a very gratifying amount of success. The catalogue fully describing this branch of their business which was sent out to the trade a few weeks ago has brought in a large number of orders and inquiries. The loose leaf system has now become permanently established, and very many of the alive, up-to-date merchants will have no other kind in their office. As W. J. Gage & Co. are selling these goods through the trade, enabling the dealer to supply his customer at the lowest market price, it would be advisable for all dealers interested in this line to get full particulars from the makers, as much of the loose leaf business can be secured by local dealers if they merely would devote a little attention to it.



Hippodrome Pencil Display Stand.
Supplied by The Copp, Clark Co., Limited.

During the holiday season an exceptionally good demand was noted for the Shakespeare and Burns packs of Goodall's playing cards. The Copp, Clark Co. were almost cleaned out of these packs. They wish to state, however, that their stock has since been reinforced and they are now prepared to fill all orders.

* * *

A convenient sealed packet of note paper and envelopes has been put up by The Copp, Clark Co. for the benefit of dealers. Often customers ask for 5 cents worth of paper and envelopes and it is a convenience to the stationer to be able to produce a packet already done up. A 5-cent packet contains eight sheets of ordinary note paper and envelopes to match. A 10-cent packet of mill remnants contains 10 sheets of different finish paper and envelopes to match.

* * *

The Puritan pin pyramid, sold by The Copp, Clark Co., has one advantage over the ordinary pyramid, which should make it popular. This is a cushion in the centre, where pins can be stuck. When a pin has once been removed from the ordinary pyramid, it cannot conveniently

be put back. The cushion provides a place for all pins removed. The pyramid is now put up in Canada.

* * *

The Copp, Clark Co., Limited, have ready a new edition of their large map of the Dominion of Canada, showing the provinces of Alberta and Saskatchewan.

* * *

Three new numbers in toilet papers are shown by The Copp, Clark Co., Limited. Dealers should be able to do a good trade in toilet papers with local hotels, steamboat companies, etc.

* * *

The Brown Brothers, Limited, have recently issued a complete catalogue of their wood rose inkstands, in which are illustrated upwards of thirty designs, most of which are made in the above mentioned three finishes, and some are made in gold decorated mahogany and natural birdseye maple.

* * *

Dimity, "the paper that made Hamilton famous," is still gaining in popularity. Each year since it was first introduced it has almost doubled the sales of the year previous, until now it is a standard of good stationery.

RETURNED
JAN 26 1906



A Standard Box.
Buntin, Gillies & Co., Hamilton.

Buntin, Gillies & Co., Limited, the manufacturers, offer free advertising matter to all dealers carrying this paper.

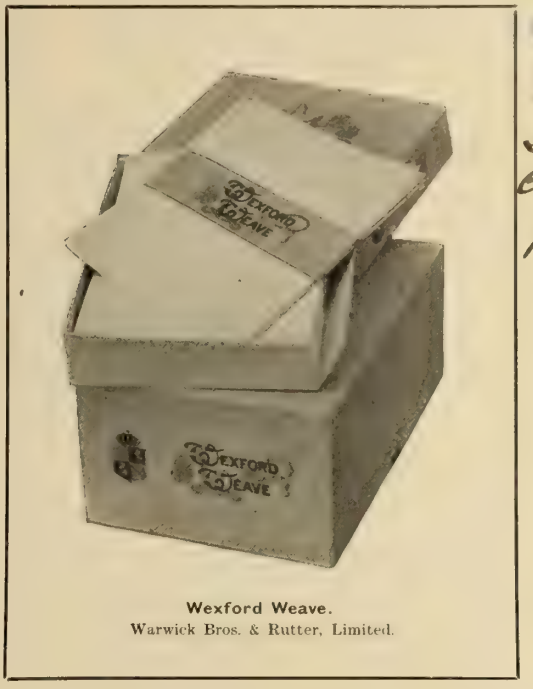
* * *

W. J. Gage & Co., Toronto, have been very busy the latter part of December with their annual stock-taking. It has terminated a very successful year. The fact that they own their own paper mills has enabled them to fill orders promptly for writing and book papers, and has been a very large factor in the production of the excellent values this firm now offer in envelopes, writing tablets, and other lines of stationery of which their mill papers form the raw material. They state that the year now opening will see much improvement still in all departments of their business.

* * *

Lorraine stationery, the staple line of Warwick Bros. & Rutter, Limited, is now made up in three sizes and two colors, making six distinct numbers. The notepaper is banded in quires, with envelopes to match. These are of the deep square variety with wallet flap. The shades are azure and white. Lorraine is a staple, medium-priced notepaper.

Naples linen is the name of a new line of stationery, including natepaper and envelope, which continues the series of which Wexford weave was the initial number. The stock is an extra high-grade linen paper, made from a special wide dandy, and costing in the regular way an



Wexford Weave.
Warwick Bros. & Rutter, Limited.

immense amount. Warwick Bros. & Rutter, Limited, have made a special deal for this stock, and they believe it will prove exceptionally good value. The third number in the series is Snowflake linen, which will be ready shortly. The stock is light-weight, with linen-finished surface, in which there is a mottled effect well described by the word snowflake.

* * *

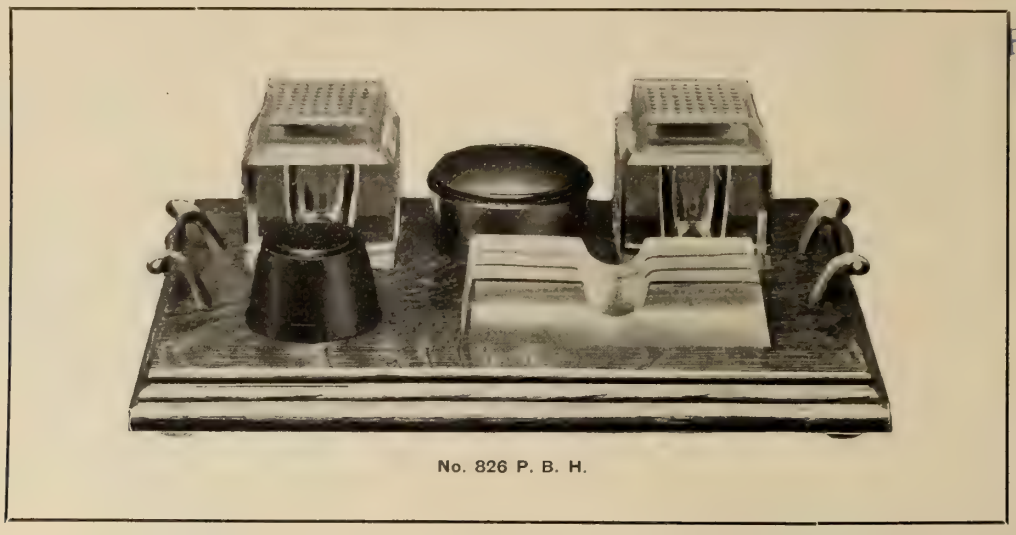
A set of five shelf and stock boxes for holding notepaper and envelopes, have just been prepared by War-



Stationery Shelf Cases.
Warwick Bros. & Rutter, Limited.

wick Bros. & Rutter, Limited. They are made of a strong black material, with light metal finishings, and come in the following sizes: Small octavo, large octavo, boudoir, duchess and regent, envelopes and notepaper being in separate boxes.

The Brown Brothers, Limited, have recently added to their already very large range of wood base inkstands two new and very handsome designs. Below is illustrated No. 826 P.B.H. The size of the base is 12¾ x 8¾, fitted with solid brass handles, and the mountings consist of two 2¾ in. genuine cut class bankers' ink-



No. 826 P. B. H.

RETURNED JAN 26 1906

bottles, and one cut glass pen block to match; also composition pin cup and pen brush.

* * *

Style No. 827 P.B.H. has a base 12¾ x 8¾ in., fitted with handsome solid brass handles. The mountings consist of one 2½ in. genuine cut glass bankers' ink bottle, and one 2-in. ground stoppered bottle for red ink, also composition pin cup and pen brush.

* * *

The Brown Brothers, Limited, are showing these lines in a variety of finishes, which enables a dealer handling their line to suit his customers and match closely his office or library fittings. The finishes include the popular golden oak, also antique oak, polished and waxed weathered oak.

A nice range of cash boxes is to be seen in the showrooms of The Copp, Clark Co. A new 25-cent line should be noted. It is of English make and contains a double inside compartment, useful for stamps or coins.

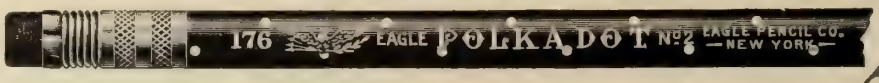
* * *

A new field for passe partout binding is the framing of picture post cards. Show examples and sell the binding.

* * *

The Flexo penholder is so constructed as to give with the pressure of the fingers. It is thus calculated to ease the hand in writing for any length of time. The holders are neatly put up in a fan-shaped box.

* * *

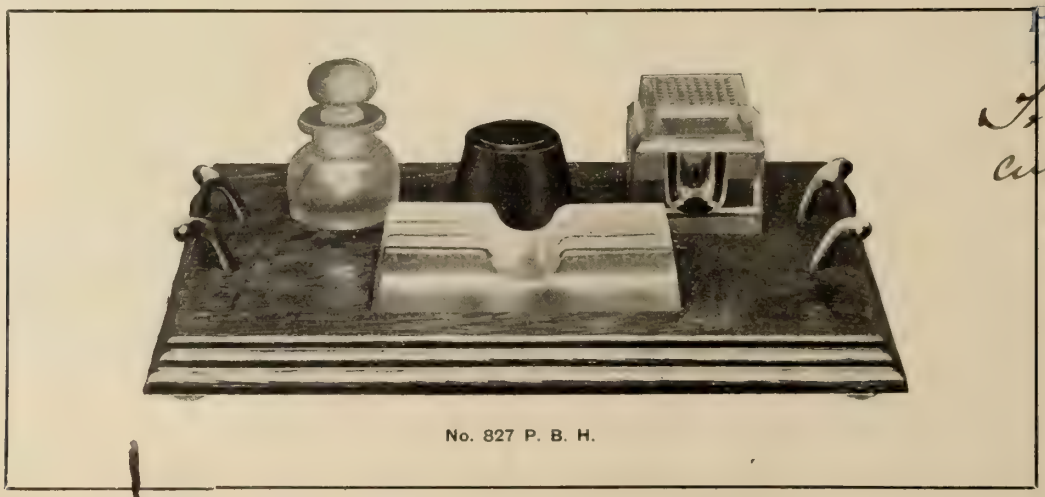


The Latest Novelty in Pencils.
The Copp Clark Co., Limited.

RETURNED JAN 26 1906
To Come out Book 45 page 90

A novelty in lead pencils is the Polka Dot in four colors. The pencil is covered from end to end with dots. The line may be procured from The Copp, Clark Co.

No. 567 is a convenient combination pencil and compass and rubber that will sell at 10 cents. (The Copp, Clark Co., Limited.)



No. 827 P. B. H.

RETURNED JAN 26 1906
To Come out Book 45 page 93

The Copp, Clark Co.'s line of blank books, receipt books, draft books, etc., is complete and orders will be filled promptly.

* * *

The Snowball scribbler and notebook, in four styles, retailing at five cents, is a special new number for the January and Winter school trade, prepared by Warwick Bros. & Rutter, Limited.

RETURNED
JAN 26 1906



A Seasonable Cover.
Warwick Bros. & Rutter's Special Midwinter Exercise Book.

The popular shape in pads just now is the oblong. Each leaf can be folded into an ordinary sheet of note-paper. Warwick Bros. & Rutter call their pad, in the double regent size, Kenmore linen.

* * *

Nos. 1, 2 and 3 of Laughton's Stamp Pads are now on the market. They are handled by The Copp, Clark Co., Limited.

* * *

Taffeta bond can be recommended for foreign correspondence. It is a linen stock, very thin and light in weight. Pads in two sizes are now ready at Warwick Bros. & Rutter, Limited.

* * *

Buntin, Gillies & Co., Limited, illustrate herewith the Hercules paper cutter that they keep in stock and sell with their wrapping paper. They have sizes all finished in nickel, and are finding a good sale for them. Their wrapping paper is also receiving special attention. A more complete and up-to-date stock than theirs would be hard to find, and stationers wishing wrapping paper will do well to bear this in mind when ordering supplies.

INVALUABLE REFERENCE BOOK.

A BOOK which has become indispensable to those who have once purchased it is the Canadian Almanac, issued in revised and enlarged form each December. The issue for 1906 forms the fifty-ninth in the series, the almanac having been published continuously since 1848. It contains 452 pages and is full of valuable information.

Among the more important contents may be noted full lists of the members of the Dominion and Provincial Governments, a complete clergy list of all denominations, the post offices of Canada, the newspapers of Canada and their circulations, a full Canadian militia list, banks and their branches, a complete customs tariff, etc., etc., besides the customary astronomical calculations, eclipses, tide tables, etc., always associated with an almanac.

The same careful editing which has always characterized the Canadian Almanac is evident in the new edition. The lists can all be relied on and the work has been done thoroughly in every respect. Copies of the almanac can be procured from any bookseller or from the publishers, The Copp, Clark Co., Limited, at 40 cents in paper binding.

THE FOUNTAIN PEN.

(Liverpool Post and Mercury.)

ONE of the most remarkable economic developments of our time is concerned with the fountain pen. Nowadays scarcely anyone who has to do much writing but is armed with one of them. The trade in steel pens has been seriously affected, and many employers have been saved quite a considerable sum of money by the tendency of their clerks to purchase their own fountain pens rather than be condemned to the use of the commonplace steel.

The taxpayer, too, has been saved some thousands of pounds annually, for in the civil service the use of the privately-owned fountain pen has had an appreciable influence.

The number of inventions in connection with this modern contrivance is remarkable. There are clips for the pocket, patent fillers, pens which need no fillers, peculiarly suitable inks, non-spilling reservoirs, and even devices to prevent the pen from falling on its point, no small catastrophe when the writer has hit on a satisfactory pen after a prolonged search.

But no one has succeeded in inventing some arrangement to enable the absent-minded man to remember where he laid the thing. Here is an invention which is badly needed.

FOR FEBRUARY 14th.

A 32-page descriptive and illustrated list of valentines has been prepared by The Copp, Clark Co., Limited. Beginning with lace valentines, which range in price, retail, all the way from one cent up to $5, the next section takes up valentine post cards and then follows page on page of special novelties, while the list is brought to a conclusion with comic novelties. Full information as to price and character of the goods is supplied and dealers are urged to place their orders early.



Paper Rack.
Buntin, Gillies & Co., Hamilton.

LEADING CANADIAN STORES

J. J. TAYLOR, SAULT STE. MARIE.

ONE of the largest and most progressive dealers in books, stationery and fancy goods in Ontario is Mr. J. J. Taylor, of Sault Ste. Marie. Starting about three years ago with small capital, he took advantage of the splendid opening that offered itself in a town which was then at the height of its prosperity, and soon built up a splendid trade.

The store in which he first started business was one ideally suited for the purpose at the time. But within two years it proved entirely too small to accommodate his ever increasing stock and trade, and arrangements were made for larger quarters. This was the adjoining store, which is eighty feet long and twenty feet in width. This new store was appropriately decorated and fitted up. The ceiling was covered with sheet metal of a beautiful design, which gave good effect to the splendid stock beneath. Three silent salesmen were installed at the front of the store and each was filled with the very latest goods. Other improved devices were installed.

Mr. Taylor realizes that the cheapest and most effective system of advertising is an attractive window. With this idea always in view, he makes it a point to have his window well dressed with only the best goods in the market, and also sees to it that changes are made frequently.

The stock consists chiefly of books, stationery, wall paper, fancy goods and sporting goods. In each of these lines his stock is strictly up-to-date and consists of the best lines in the market. It is the general opinion that the stock has been very well selected and no pains have been spared in arranging and caring for the multiplicity of attractive articles.

During the Christmas season this store appears to be the Mecca for the shopping public. In the Summer a large business is done with the traveling public, who can always find here the latest in books and novelties. In fact, visitors to the "Soo" always find their way sooner or later to Mr. Taylor's store.



Store of J. J. Taylor, Sault Ste. Marie.
Photo taken in the Valentine Season.

IN THE WRONG SHOP.

A commercial traveler representing a firm of wholesale stationers spins the following yarn which, he says, he picked up in a bookstore in the Eastern Townships :

A girl went into a bookstore and asked to see a copy of "The Pioneer." She looked at it for a few minutes, and then handed it back to the clerk.

" 'Tain't what I want," she said. "I want a book on pi-ano playing."

"Did you think 'The Pioneer' was such a book ?" asked the proprietor.

"Why, yes," she replied. "Wouldn't you, from that name ?"

"NATIONAL" SERIES.
TRADE MARK.

WE specialize in producing **COLOURED PICTORIAL POST CARDS** from **Customers' Own Photographs** in our Gold Medal Patent Process. These **Special Post Card orders** are executed in four weeks from receipt of prints, and the quality is the best in the market. We have a very large plant for this particular branch of printing, and everything we sell is **manufactured by ourselves.**



Write for quotation and trade Catalogue. Minimum quantity for special orders is one thousand of each print.

MILLAR & LANG, Limited

49 Queen Victoria Street
LONDON, E.C.

Darnley Street and Forth Street
GLASGOW

GOODALL'S NEW LINES.

Described by Our London Correspondent.

Your correspondent had an opportunity of looking over some of the new lines for the coming season in Messrs. Goodall's showroom, and while there are not as many new patterns to the front this year as last, there will be a new "Souvenir" card, with views taken from points west of Port Arthur to Vancouver, and with the provincial coat of arms of British Columbia and Manitoba separately on the back, thus making a distinct

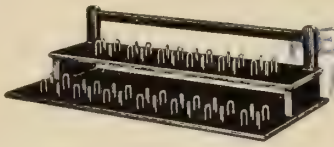


Fig. 1

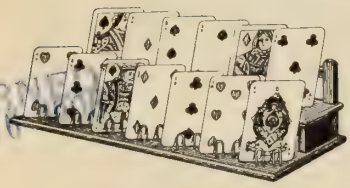


Fig. 2.



Fig. 3.

card representing views of Canada's Northwest and British Columbia.

Added to the series of fancy backs are about 10 new lines, amongst which are very attractive "The Ballet Dancer," "Chrysanthemum," "Poppy," and a specially designed back with initial, which will retail at 25c. per pack.

Among the best selling lines during the present year are the "Clan-tartan" cards representing 16 different clans. These will, of course, occupy a prominent position amongst the samples now being made up. A great favorite also is the "Linette" card, the special feature of which consists in the surface of both back and face being granulated or linen grained, instead of being perfectly smooth. These cards have a very pleasing feel in the hand, are easily dealt, and are subject to less chance of misdeal than those of ordinary finish.



Novelty in Playing Cards.

"Draw Bridge" the New Game.

A decided novelty, destined to be the craze of the year, is the new game of "Draw-Bridge" for two players. Messrs. Goodall & Sons, Limited, hold the exclusive rights for the manufacture of the automatic partners used in this game, as shown herewith. A glance at block No. 1 shows the double deck stand of polished mahogany or walnut, with neat wire racks to hold the cards in slanting position, six on the upper row and seven on the lower, as seen in blocks Nos. 2 and 3. This clever, yet simple, arrangement of the dummy stands makes it impossible for one to see the cards of his opponent's dummy, although they are almost at his elbow and are plainly visible to the player for whose use they are intended. As played with these dummies, by two persons, all the original features of the four hand game of bridge are preserved, and the dummies can also be used for other four-handed games, such as whist, etc., it being remembered that the cards held by dummies can be seen by their respective partners, but not by their opponents. Not a few first-class bridge players have declared their opinion that the invention opens a new era in card games for two persons. The "Draw-Bridge" sets are boxed in pairs, to retail at a moderate figure, and a set of hints and rules for play accompanies each set.

GET READY FOR SPRING SPORTS.

IT is none too early to be thinking of sporting goods for Spring and Summer. There is always an active demand for baseball supplies just after the snow goes, and "the early bird catches the worm."

Dealers might take note that the Kelk-Sutcliffe Company, of Toronto, have secured by special arrangement from the manufacturers an extra good line of baseball mitts, masks and bats, which they will be able to sell at popular prices. In the regular way these goods would go at a high price.

Their staple stock of baseball sundries is complete. They also offer lines of boxing gloves and striking bags at a discount of from a quarter to a third off. For croquet playing they also show attractive sets, and their other lines, such as hammocks, express waggons, etc., are as extensive as ever.

GREAT VALUE IN BOATS.

THE display of import samples of 200 different styles of boats in the showroom of the Kelk-Sutcliffe Company, Toronto, is a remarkable one. There are accurate models of all the famous racing craft, full-rigged yachts and schooners, sailing vessels of all descriptions, house-boats, life-boats, row-boats, etc. Every boat is handsomely painted and varnished, and with its rigging, hatches, bulwarks and crew, presents a life-like model of the real thing. The keels are leaded in most cases, making the craft entirely seaworthy.

But the marvellous thing about these boats is their price. It seems impossible that such elaborate creations should be produced so ridiculously cheap. Some of the smaller boats sell as low as 5c. retail, and from this amount prices rise as high as $2. The range from 10c. to 50c. is extensive, and should form the basis for a good trade. Import orders are now being booked.

The Canadian Kodak Company, Limited, have been empowered to increase their capital stock from $150,000 to $300,000.

* * *

Extensive alterations have been made to the Legislative library at Charlottetown, P.E.I., and several hundred volumes have been added. The use of this library is free to all who observe the rules.

"AFTER ALL, NO INK LIKE *CARTER'S*"



No. 152—Qts., $10.00 per dozen list

This is the verdict of so many "old bookkeepers" that no dealer can afford to be short on any of the sixteen different kinds. Among them are :

WRITING FLUID for all-round office use.
COMBINED for copying letters.
CRIMSON and **CARMINE** for contrast work.
PHOTOLIBRARY PASTE and **MUCILAGE** for sticking things.



No. 11—Qts., $9.00 per dozen list

THE CARTER'S INK COMPANY
BOSTON NEW YORK CHICAGO MONTREAL

FINE LEATHER GOODS



MANICURE SETS

Hand Bags, Writing Cases,
Cigar Cases, Desk Sets,
Music Rolls, Etc., Etc.

MANUFACTURED BY

C. F. RUMPP & SONS Established 1850

PHILADELPHIA, U.S.A.

NEW YORK SALESROOM :
683 and 685 BROADWAY.

CHICAGO SALESROOM
35 RANDOLPH ST.



DRESSING CASES

A
Profitable Proposition

Selling the Bright, New,
"Made in Canada," Monthly

The Busy Man's Magazine

In this magazine you have an excellent proposition.

It has been well received by thousands of readers.

It needs but to be introduced to be appreciated.

PROFITS ARE GOOD

The MacLean Publishing Co., Limited
Toronto Montreal Winnipeg

Cole's National Mfg. Co.

191 Queen St., OTTAWA.

Stationery and Books
Flags, Tents and Camp Furniture

WHOLESALE

The Trade in Eastern Ontario and Western Quebec will find it to their interest and profit to buy from us.

Lines always complete, and mail orders are given prompt and careful attention.

Wait for our Travellers

now starting out with new samples.

N.B. We manufacture Awnings and make them right

COLE'S NATIONAL MFG. CO.,
CRAWFORD ROSS, Manager. 191 Queen St. OTTAWA

PICTURE POST CARDS

THE HEIGHT OF ATTRACTION.

WHEN will the limit be reached? When will it be possible to say that nothing better in the post card line can be produced? Every month the eye is delighted by some new creation, which seems to exceed in beauty and attractiveness anything seen before. This month it is the line of the National Art Company that calls forth ardent admiration and that seems to defy comparison.

The National Art Company are the artistic branch of the American Colortype Company. Their post card creations are carried in Canada by The Copp, Clark Company, Limited, who now have in stock a range of sixty-six different cards. These are excellent specimens of advanced three-color work, being reproductions of paintings of well known artists and cartoonists. The latest additions to the line include the following sets:

THE FOUR BELLES. These are from paintings by Lillian W. Hunter and depict in delicate colors the faces of four charming maidens representing the east, west, north and south.

THE FOUR BIRDS. These are reproductions of cartoons by Martin, called the Gay Bird, the Jail Bird, the Highflyer and the Birdcage.

THE FOUR DUTCH CHILDREN. These are quaint pictures, each containing two children in the Dutch garb.

THE FOUR CHINESE. Four pictures entitled respectively "A Holiday in Chinatown," "Celebrating," "Ah Len" and "The Lantern." These reproduce Chinese life to perfection.

Among the many other cards might be mentioned the series of flags of all nations, showing in each case a girl in the garb of her native land, holding her flag aloft; the city girls, one for each of the principal American cities; the sporting girls, one for each of the sports; the four seasons; and a number of charming natural scenes, reproduced in appropriate tints.

Many of these cards are suitable for framing and their sale for this purpose might well be pushed. At any rate, they can be used to excellent advantage for window display. When seen they are sure to be asked for.

THE STAR SERIES.

FRANKEL & CO., 245 Shaftesbury avenue, London, England, are the sole publishers of the Star series of pictorial post cards, which are all made in Germany. Through the courtesy of the publishers, Bookseller and Stationer is able to describe several of the best lines.



An attractive effect for Souvenir Post Card.
Designed and Engraved by Gatchel & Manning, Philadelphia.

English actresses are portrayed in several different styles, black and white, steel engraving, imitation, hand-colored and machine-colored. There are forty different subjects.

Comics are produced in great variety. The samples shown are attractively colored and amusing. Burlesque characters and laughable scenes make up a goodly number. Studies of child life form a third variety, of which about thirty new series are coming out. The work on these cards is of a high order of merit and the subjects are most life-like.

British warships to the number of twelve present a very fine appearance. These are splendid cards for display purposes.

Pictorial Post Cards (STAR SERIES) Pictorial Post Cards

1906 -- NOVELTIES -- 1906

Our Special Offer!!

In order to create a still greater demand for the famous **"Star Series"** of **Pictorial Post Cards** throughout Canada, we have prepared an

Assorted Sample Parcel

comprising Actresses, Comics, Celebrities, Children Studies, Views, Animals, etc., etc.

360	Splendidly Assorted Cards for -	$3.00
180	" " " -	1.50
Retail value of $3.00 parcel - - - - -		9.50
" " 1.50 " - - - - -		4.75

Our Sample Parcels are sent carriage paid

ORDER AT ONCE! SEND MONEY ORDER!

Please Note that as we issue these parcels **as samples** and not **for profit,** we can send only **one parcel** to **each customer.**

Publishers!! Look Out!

IT COSTS YOU NOTHING

But a post card to obtain samples and prices of Post Cards, printed from your own photographs.

Beautiful Collotypes Black and white, or colored.

Artistic Coloured Views Our latest Patent Printing Processes

SMOOTH AND GLOSSY FINISH.

Cards may bear your own imprint.

It is in your own interest to ask us for samples and quotations, stating number of subjects and quantities required.

"Our Prices Will Astound You"

Write at once to

FRANKEL & CO.

...FINE ART PRINTERS AND PUBLISHERS...

WHOLESALE AND EXPORT

245 Shaftesbury Avenue, corner of New Oxford St.

LONDON, W.C., ENGLAND

RELIABLE WHOLESALE AGENTS WANTED

References and full qualifications should accompany each application.

PHILIP G. HUNT

of Manchester

Pictorial Post Card Printer

has opened at

34 Paternoster Row, London, E.C.

A Special Colonial and Export Department

Samples and price for producing Post Cards in Collotype, plain or coloured, Photo Type, Typochrome, and real Photo Processes will be sent post free.

Best quality work. Lowest possible prices. Prompt delivery.

School Supplies

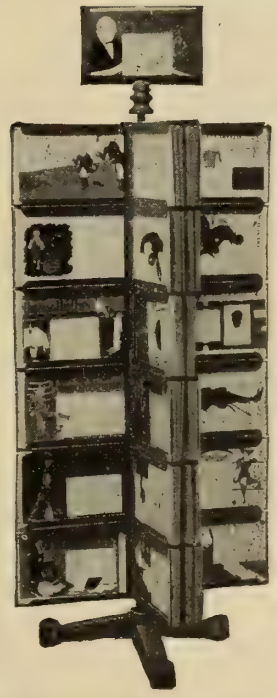
A full line of School Supplies on hand waiting for your orders. Special values in Scribblers, Note Books, etc. Always something new. Tell us your wants.

Notions for Spring

TOPS, MARBLES, ALLIES, SKIPPING ROPES, TOY PISTOLS, ETC., ETC.

PRICES RIGHT

G. A. WEESE & SON, 44 Yonge St., Toronto



This Stand is Made of Solid Metal, HOLDS 2,000 CARDS and DISPLAYS 50

The Best Revolving Stand Made

1,000 FUNNY

(Very Funny)

POST CARDS

AND THIS

METAL REVOLVING STAND

for **$10.00**

This assortment consists of Fifty of the latest subjects of the famous A. H. line of funny cards. No vulgar, obscene or objectionable subjects, but clever creations of wholesome humor, ***beautifully executed in three colors,*** that will appeal to a refined patronage.

THESE CARDS RETAIL 2 for 5c.

Don't miss this chance to order a stock as the whole country is simply crazy for them.

ALFRED HOLZMAN

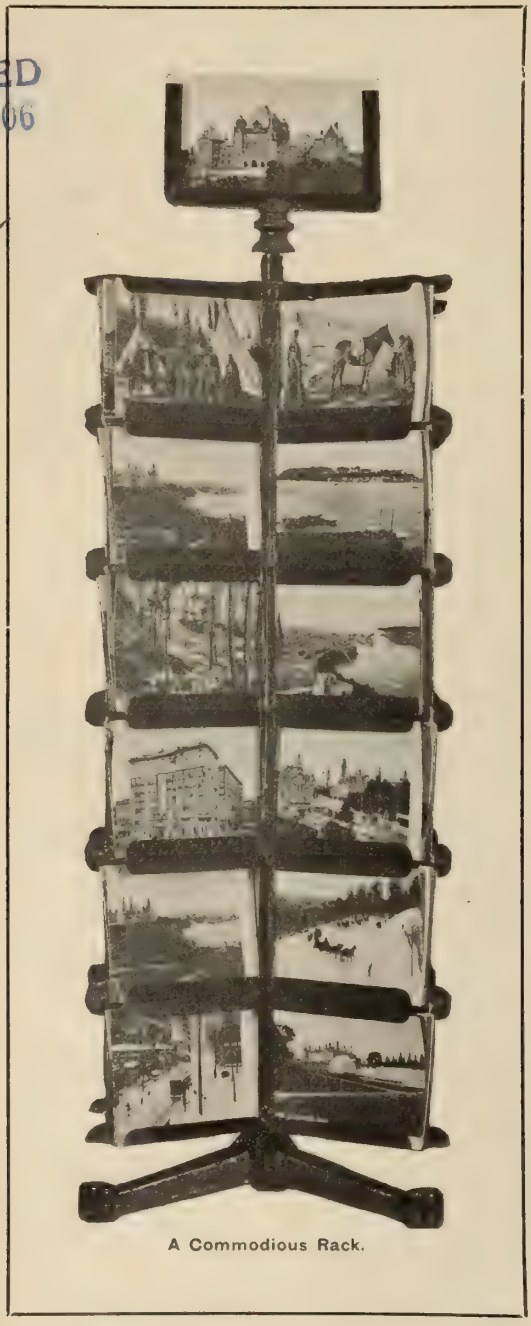
342 DEARBORN STREET, CHICAGO, Ill.

Publisher of Post Cards that Sell

Orano cards are produced by a new process. The subjects are taken from real photographs and the process produces excellent results in light and shade, backgrounds, etc. The animal series numbers twelve, all different, with descriptions of the life and habits of the animal pictured in each case.

In addition there are a number of cards showing work done by Frankel & Co. for their customers. These are mainly local views, which are admirably reproduced in black and white, colors, etc., at a very reasonable price.

RETURNED
JAN 2 1906



A Commodious Rack.

POSTAL CARD STAND.

EVERY dealer nowadays handles postal cards and the sale of these popular goods is greatly helped by having a suitable display stand to show them. W. J. Gage & Co., Toronto, are selling a very attractive one as shown in accompanying cut. This is made of metal and revolves on an iron base. It displays 49 varieties and each compartment will hold about three dozen cards. This stand is very reasonable in price, and dealers not already supplied should write Gage & Co. for particulars. This firm also sell a cheaper postal card stand made of wood which can be set up on the counter or hung on the wall. This one will hold 27 varieties and is an excellent article also.

COLONIAL EXPORT DEPARTMENT

PHILIP G. HUNT, pictorial post card printer, of Manchester, has recently opened up a branch house in London, England, as an export colonial department. He hopes in course of time to work up a very nice Canadian business, and with the facilities at his disposal he should have no difficulty in doing so.

Mr. Hunt makes a specialty of printing local views to his customers' orders, and has turned out some very nice work of this class. He produces autobunt cards, which is the same process as typochrome, but with four colors; also glossy gelatine surface, real photo with matt or glossy surface, collotype-platinum and hand colored collotype, photo type and Victoria chrome cards.

Mr. Hunt has gotten out a very attractive little folder giving prices and detailed information, which he will be pleased to mail to readers of Bookseller and Stationer who ask for it. Apart from this work of reproducing customers' own subjects, Mr. Hunt publishes a range of post cards of his own, which are very attractive and of fine workmanship. Communications addressed to 34 Paternoster Row, London, England, will receive prompt attention.

SELLING DEVICES.

WARWICK BROS. & RUTTER, LIMITED, have purchased the Canadian rights for a suspending post card rack to hold from twelve to fifteen cards. These can be attached in strings and are very useful for display purposes. The price is 5 cents each.

A large revolving post card rack, capable of holding hundreds of cards, can be procured from this house at $10. The business of selling post cards has attained such proportions that the small racks are inadequate.

An entire new range of post card albums is now in stock, ranging in price from 10 cents up to $2. Shipments will be made shortly.

An attractive show card in two colors, on which four Canadian views are reproduced, is sent out by Warwick Bros. & Rutter, Limited, to push the sale of their Ocean to Ocean cards.

MacFARLANE'S BUDGET OF NEWS.

W. G. MacFARLANE, 72 Bay street, Toronto, will issue this month a forty-page catalogue covering his full line of picture post cards, souvenir view books, burnt leather novelties, post card racks, post card albums, etc., etc. The catalogue is well illustrated and is something every dealer should have. This catalogue is being sent out to all dealers on Mr. MacFarlane's trade list and any firm not receiving one will be forwarded one immediately on receipt of their inquiry.

Mr. MacFarlane claims to have the largest assortment of post cards of any firm in Canada. In Canadian view and fancy cards he carries over six hundred subjects, his range of import lines of fancy and comic post cards, English view cards, real photos and genre cards, actresses, etc., is very large. He also does a great deal in seasonable cards such as Valentine, Easter, Christmas and New Year cards. A striking novelty is the multiple post card which has had a big range in England and which has made a good start in this country. This firm has contracted for a large number of these cards for this market and

they have secured from the Photochrome Co., Limited, of London, the exclusive agency of the line.

Mr. MacFarlane has secured the exclusive agency for Stewart & Woolf line of cards in fancy, comic, Christmas cards, etc. No dealer should place his order for Christmas cards without having seen this line, as it proved most popular in Canada during the Christmas season of 1905. The new 1906 samples of this line will not be received before March of this year and dealers would do well to reserve their orders until they see these samples.

Very large business is being written by Mr. MacFarlane in contract editions of view cards, the popular styles being the collotype, chromotype and autochrome, silver print imitation and real photo. These are all import lines of excellent quality.

A RESTRICTION REMOVED.

THE new issue of the Post Office Guide, to be published this month, will contain an amended regulation of the British Postmaster-General affecting picture post cards. Picture post cards sent to places abroad are no longer debarred from bearing a communication on the left-hand half of the address side, and, so far as the British post office is concerned, now pass at the post card rate. The concession has been accepted by Austria, Belgium, Denmark, Egypt, France, Germany, Holland, Hungary, Italy, Luxemburg, Mexico, Norway, Portugal, Russia, Sweden, Switzerland and Tunis. It is not, however, universally accepted, and no guarantee can at present be given that such cards will be allowed to pass at the post card rate in countries other than those mentioned. Positive information has been received that cards of the kind described will not be allowed to pass as post cards in Japan, Spain or the United States.

NOTES.

S. Hildesheimer & Co., Limited, art publishers, of Clerkenwell Road, London, England, have appointed Aubrey O. Hurst agent for Canada. The company specializes on post cards in color and "Rembrandt" process, as well as etchings and chromos.

NEW SERIES AT WARWICK BROS. & RUTTER.

A NEW series of Indian post cards, embracing twenty different subjects, have been stocked by Warwick Bros. & Rutter, Limited, Toronto. The cards are colored bromides, resembling hand-colored photographs. They sell at $15 per $1,000.

* * *

A choice line, just ready, is a series of twenty different comics of the "rite away" style.

* * *

For variety and excellence, a set of sixty different hand-colored bromide prints are worthy of mention. They include pretty heads, groups, poses, fancy pictures, etc.

* * *

A new line, ready shortly, in a superior high-class card, will show a series of pictures of limited expresses, ocean greyhounds, fire engines, etc. These are produced with the latest effect in embossed and tinselled design, hand-colored, and are extremely handsome.

* * *

Orders are being booked for view cards produced in borders resembling picture frames. These are being especially prepared for collectors. The effect produced is striking and at a distance the card looks just like a framed picture.

* * *

A pack of 100 leading Canadian views, selected from the Ocean to Ocean series, should be a good seller everywhere. The views include pictures of Canadian cities and towns, mountain, river and lake scenery, scenes from Evangeline's land, etc. The trade price is $1 per hundred.

* * *

Portraits of King Edward and Queen Alexandra, the Prince and Princess of Wales, in eight different styles, embossed, tinselled, colored, jeweled, etc., are a popular high-priced line, that should take well with patriotic Canadians. In the same style are fifty pictures of actresses, etc.

W. G. MacFarlane

Picture Post Cards, Souvenir View Books and Burnt Leather Novelties

72 Bay Street
TORONTO

Special Post Card Rack Proposition. A Post Card Rack free of charge with a $25.00 order for our stock lines of View, Fancy, Comic, Real Photo and Actress Post Cards. This Rack has a metal base and metal rod, is a revolving Display Rack with four wings and displays seventy subjects. Send for Circular of this proposition.

Our New Catalogue devotes forty pages to our Picture Post Cards, Souvenir View Books, Burnt Leather Novelties, Post Card Racks, Post Card Albums and various novelty lines. It is finely illustrated and no one who handles Post Cards should be without one. Our Post Card Assortment is the largest in Canada. Let us send you a Catalogue with our compliments.

10,000,000 Picture Post Cards!

Unlimited Variety—Local, Foreign, Comic

Embossed in Bas Relief, Tinselled, Jewelled, Spangled, set with Diamond Imitations. Ranging in price from 25c each to 25c per dozen.

Our stock embraces reproductions of scenes from Canada, New York, London, Scotland, Ireland. Oilettes, Silverettes, positively unsurpassed cards of Royalty. Actresses in pleasing variety. Reproductions of Masterpieces, etc., etc.

For further information, write

C. R. PARISH & CO., 304 Yonge Street. **TORONTO**

SOUVENIR CARDS

Comics—50c., 60c., 75c. per 100—big variety.
Leathers—$2.25 for 50, colored.
Tag Postals—$2 a 100, $1.25 for 50.
Assortments from $1.00 to $100.00, and the biggest and best variety on the market.

$10.00 Buys 2,000 Souvenir Cards.

SPECIAL—Sample lots, 100 different cards, $1; 200, $2; 300, $3; 500, $5: 1,000, $9, and every card different. Postpaid.

W. R. ADAMS, :: :: PRINTER
401 YONGE ST., TORONTO, CANADA

Imperial Series Postcards

To the Trade:

Write Quick for Samples and Prices.

WE LEAD IN

Black and White

Our Colored Cards

STAND ALONE

MONTREAL TORONTO QUEBEC
OTTAWA HISTORIC SPORTING
FISHING HUNTING
NORTHWEST SCENES

ALBUMS and **RACKS**
Always adding to our already well-assorted stock.

The Picture Postcard Co.
P.O. Box 334, OTTAWA, ONT.

CONDENSED OR "WANT" ADVERTISEMENTS.

Advertisements under this heading, 2c. a word first insertion; 1c. a word each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittance to cover cost ***must*** accompany all advertisements. ***In no case*** can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

WANTED.

WANTED—Young man with some experience in books and stationery to act as willing helper in store, with managing qualifications. Apply, stating salary with recommendation, A. H. Jarvis, Doon. [1]

Are You Interested?

Small office device; Demand in every office; Best of its kind; Cheaply made; Very large market; To be patented. Assistance required. Write inventor,

Box 100, BOOKSELLER AND STATIONER, Toronto.

Successful Advertising—How to Accomplish It

By J. ANGUS MACDONALD

A volume of 400 pages packed full of good stuff for advertisers. Price $2.00.

Sent post paid upon receipt of price.

TECHNICAL BOOK DEPARTMENT

MACLEAN PUBLISHING CO. LIMITED, TORONTO.

THE RAPID PHOTO PRINTING CO., Limited

4-5 Bridgewater Square, London, E.C., ENGLAND

THE PUBLISHERS and PRINTERS OF THE WELL KNOWN "RAPIDO" and "CAMEO" (BAS RELIEF) REAL PHOTOGRAPH POSTCARDS.

Up-to-date Portraits of Celebrites, Royalty, Actresses, Singers, Statesmen, Church Dignitaries, etc., with High, Glossy Surface (Black and White or Brown Tone) or Matt (Dull) Surface. Hand Painted and Hand Painted and Tinselled Photo Postcards.

"Song" Series ***"Sports" Series*** ***"Comic" Series***
"Alphabetical" Series ***"Name" "*** ***Etc., Etc.***
"British View" Series

"Cameo" (Bas Relief) Postcards. Photos of Celebrites of the Stage.

MONTHLY REPORTS FROM TRADE CENTRES

HALIFAX.

Excellent Reports of Holiday Trade—Dealers Well Satisfied—Creighton & Marshall dissolved, January 1st—C. H. MacKinlay Home from England.

Halifax, January, 11, 1906

THE holiday business was on the whole better this year than last. Some of the retailers found it the "best ever," while others found it fair.

A. & W. Mackinlay, Limited, did not cater extensively to the retail trade, but found sales of lines in their retail stock suitable for the holiday trade large. The wholesale trade in advance of the holiday season was good and judging by mail orders the outlook for the year opening is good. The travelers of the firm have just gone out on their first trip.

* * *

At the Methodist Book Room, S. F. Huestis, D.D., book steward, trade was good. The Book Room really occupies a large three-storey building on Granville street fully stocked, and has been in operation for about forty years. At this establishment are handled all William Briggs' publications, and though dealing largely in religious works the trade is not confined thereto, though nothing irreligious is handled.

* * *

J. L. Connolly, Barrington street, says the holiday trade was "the best ever." His Christmas advertising included a 90-lamp electric light sign of the name "Connolly." Large selling books for the holidays were "Evangeline," illustrated by Christy, and Bret Harte's "Her Letter," both being holiday editions. "The House of Mirth," "The House of One Thousand Candles," "Mystery of June 13th," and Father Devine's "Across Widest America" are selling well. The printery is rushed and the printers got the eight-hour day without any friction.

* * *

At T. C. Allen & Co.'s the holiday trade was good and all late books sold well. There was a heavy run on cards and card albums. "The Gambler" and "St. Cuthbert's" continue to sell well, and "The Cherry Riband" and "Red Fox" are having a run. The printing and binding department has lots of work and the prospects for 1906 are good.

* * *

At the B. A. Book and Tract Depository the holiday trade was reported fair and business continues so. Miss E. C. Baker is acting manager and J. R. Mellish bookkeeper.

* * *

At L. Clyde Davidson & Co.'s the holiday trade was brisk. At the time of writing Mr. Davidson is confined to his residence by illness but is improving and is expected to be out in a few days.

* * *

G. J. Kline, the north end stationer, whose store is on Gottingen street, up towards the Wellington barracks, found the holiday trade fair, and school supplies brisk.

* * *

J. P. Griffin, Jacob street, says trade was good, but the holiday buying season seemed to open late and be somewhat shorter than usual. The run on Christmas cards and calendars was very heavy.

* * *

At the store of E. P. Meagher, Limited, the holiday trade was fair and continues so. The firm carried a side line of expensive mechanical toys and dolls for the holidays. Fiction sellers are "The Gambler," "Nedra," "The Masquerader," "Hearts and Masks," "House of One Thousand Candles," and "House of Mirth."

* * *

The firm of Creighton & Marshall, dealers in charts, navigation works, nautical instruments, etc., and paper rulers, was dissolved the first of the year, H. M. Creighton and Edward Marshall continuing under the old firm name. The firm has been in business twenty-six years, and for twenty-five years previous to this copartnership being formed Mr. Creighton was in partnership with his brother (A. & H. Creighton) in the same line.

* * *

Day & Robinson are booming business in Morris street in the south end, and got a large share of the holiday business in that part of the city.

* * *

Charles H. Mackinlay, of A. & W. Mackinlay, Limited, has just returned from a trip to England, accompanied by Mrs. and Miss Mackinlay.

* * *

At C. C. Morton's, George street, trade is reported good, and was brisk through the holidays, the demand for cards being heavy.

J. L. G.

TORONTO.

Office of BOOKSELLER AND STATIONER.
10 Front Street East, Toronto.
January, 11, 1906.

MR. GEORGE J. McLEOD, of McLeod & Allen, is at present visiting New York and Boston, renewing the firm's arrangements with the various American houses represented by them in Canada. Mr. Allen is also away in New York at present.

* * *

A. J. McCrae, manufacturers' representative, has removed from 172 Adelaide street west to 23 Scott street.

* * *

Christmas trade in Toronto stores was entirely satisfactory, though an over-supply of annuals in the department stores was noted.

* * *

Wm. Tyrrell & Co. are making a special display of playing cards and players' sundries this month, that attracts the attention of shoppers.

* * *

Mr. E. C. Walker, manager of the wholesale department of the Methodist Book & Publishing Company, will be back about the end of January from his buying trip to England.

* * *

Mr. J. E. Hodder Williams, general manager of the London publishing house of Hodder & Stoughton, is expected in Toronto on the 12th inst. for a hurried consultation with local publishers. Hodder & Stoughton are the English publishers of a good many books by Canadian authors.

* * *

Mr. Fleming H. Revell, of New York, was noticed in

town shortly after the Oxford Press fire, making arrangements for re-stocking the damaged goods of his firm.

* * *

Mr. Allan, representing Eyre & Spottiswoode, the English printers and publishers, was a visitor to the city this month.

* * *

Mr. Charles J. Musson is back from his English trip and is busy getting things into shape for Spring. The Musson Book Company is progressing nicely just now.

* * *

After a connection with The Copp, Clark Co., Limited, extending over many years, Mr. W. C. Bell, the veteran book traveler, is going to join the traveling staff of the Musson Book Company at the end of the month. He will cover Western Canada.

* * *

After an experiment in the periodical field where some of his ventures have been quite successful and others only more or less so, Mr. D. T. McAinsh has, we understand, withdrawn from the magazine enterprises with which he has been identified and will in future devote his attention exclusively to his book business in new premises at the corner of Bay and Adelaide streets. Special books will be added to the medical publications of Lea Bros. & Co. which he has handled for several years, and a clean, high-class business carried on. There is room in Toronto for a properly conducted business of this kind.

MONTREAL.

Office of Bookseller and Stationer,
232 McGill Street, Montreal.
January, 11, 1906.

NOW that the annual rush occasioned by the holiday season has ended, retail book dealers and stationers are busily engaged re-arranging their stock, stock-taking, and getting rid of all articles which are liable to prove a drug if held much longer. Numerous methods are used in getting rid of this superfluous stock. Managers of the book and stationery departments in our large department stores are placing goods in many parts of the store and by means of large discounts these goods are selling freely and quickly. All merchants are anxious to dispose of old stock and each is following a scheme which he believes will appeal to his own particular class of trade.

* * *

Popular works of fiction sold quite freely during the last two weeks of December and the trade of the holiday season was much better than that of previous years. As a rule a better class of books were purchased for Christmas purposes and the business transacted in this particular branch was much better than the merchants had anticipated. "The House of Mirth," "The Conquest of Canaan," "Nedra," and "The Gambler" were quite prominent among the works purchased for holiday gift purposes.

* * *

Stationery was also an article purchased in large quantities previous to Christmas and New Year's. Money had a better circulation during last December and as a result a better class of stationery was purchased. Many of the local dealers in stationery are of the opinion that the higher class of stationery will have a better sale next season and as a result many are devising schemes for selling the cheaper grades on quick notice.

* * *

Mr. Wm. Drysdale, of Wm. Drysdale & Co., booksellers and stationers, of St. Catherine street, this city, has been appointed appraiser of stationery and fancy goods at the custom house. This appointment removes from the list of active business men one of the best known men in his line. Mr. Drysdale learned his trade with Grafton & Co., who are still in business on St. James street. After securing considerable experience he started in business for himself on St. James street, afterwards removing to St. Catherine street, on which street he has remained until his recent appointment.

* * *

Mr. John Morgan, who for many years has managed the department of fancy goods, stationery and books for the firm of Henry Morgan & Co., is severing his connection to become the resident agent of Raphael Tuck & Sons' Company, whose headquarters are in New York city. Mr. Morgan has been in the emplay of the Colonial House for a number of years and when he severs his connection on February 15 he will be greatly missed. During the last few years Mr. Morgan has superintended all the purchasing of fancy goods, stationery and books.

* * *

The sale of picture post cards is the theme of special interest among the local retail stationers. The demand, which has always been good at this point, is increasing and the outlook in connection with this branch of the trade is brighter than ever. Comic cards are selling freely among the smaller stores, but the houses which command the higher class of trade are paying more attention to the cards which portray views of different parts of Canada. Another card which is coming into prominence is one picturing the prominent men of the world.

COLORS FOR TINTING.

A. J. McCRAE is placing on the Canadian market for the American Crayon Company a new box of colors, called No. 4030. The box is made of neat yellow cardboard, 3½ by 5½ inches and contains eight transparent and indelible colors and one cup of foundation white, for use in diluting and making body tints from the eight transparent colors. The main use for these colors is to tint photographs, magazine pictures or drawings or to color fancy goods and burnt wood articles. At 10 cents, the box is a marvel of utility and cheapness.

POINTS WORTH NOTING.

St. Valentine's Day falls on February 14. Watch your stock, especially post cards.

There is not much chance of a decline in the price of rubber goods, owing to the high value of crude rubber. Rubber bands are still quoted at twenty-five per cent. off.

American makers of blank books have withdrawn prices, and an increase of from 10 to 20 per cent. may be looked for in the American market. The increased cost of leather, duck and other binding materials is said to account for the advance.

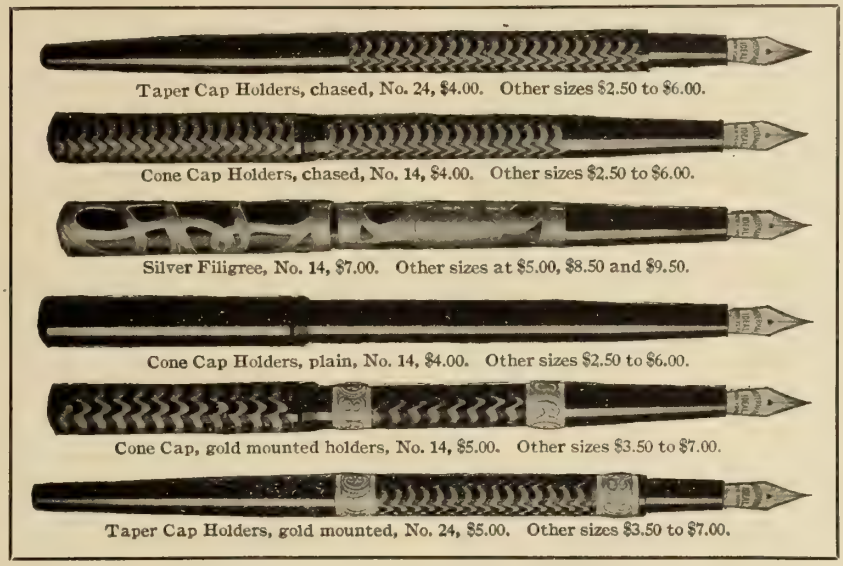
The sale of blank books during December for January delivery was the most satisfactory in years.

The Christmas trade in papeteries was entirely satisfactory, there being an immense demand for the numerous dainty boxes turned out by Canadian manufacturers.

Supplies of picture post card albums ran short just before Christmas, the manufacturers being unable to cope with the demand. The situation has since been relieved.

S. W. Fisher, Phm. B., has opened a new drug and stationery store in New Vegreville, in the Vermillion Valley. Mr. Fisher has had a lengthy experience in a Montreal drug store.

Waterman's Ideal Fountain Pen



Look for the Spoon Feed

Not Genuine Unless "IDEAL"

The Standard of the World

Dealer's discounts on application.

L. & C. Hardtmuth's Pencils

Compressed Lead ∴ Seventeen Degrees



Pliable Rubber

Mephisto Pencils

Bright Yellow Finish ∴ Boxed in Do

All kinds and grades in stock

L. E. Waterman Company of Canada, Limited

136 St. James Street, MONTREAL

RECENT MUSICAL PUBLICATIONS

A batch of music from the Boston Music Company, Boston, Mass., has been received. The music publications of this company are of a high order of merit. They are excellently printed and would grace any collection.

For Orchestra.

"Sing Me to Sleep."—Waltz. An effective scoring of this popular waltz song for full orchestra. Also arranged for cornet solo and orchestral accompaniment.

"Remembrance."—Romance. By Maurice Telma. For military band or full orchestra. A composition worthy of a place in programmes of popular orchestral music.

"Mes Amours."—Waltzes. By Franklin Riker. As bright and tuneful a suite of waltzes as has come from the publishers within recent date.

"Remembrance."—Song without words. For mandolin, cello, or violin and piano. By Maurice Telma. An exceedingly pretty romance after the style of Tobani's "Hearts and Flowers."

For Piano.

"Melody in G."—For the piano. By E. Addison Porter. A pretty composition for the junior piano student.

"Reve Angelique."—For violin and piano. By. H. Tolhurst. A grateful little number for the violin and moderately easy.

"Etude Joyeuse."—Piano study. By A. Kopylow. Valuable to the student for technical purposes.

"Scotch Rhapsody."—For violin and piano. By B. Carrodus. A composition of undoubted merit which will be an acquisition to any library of popular violin music.

"Mes Amours."—Waltzes. For piano. By F. Riker. An attractive suite of waltzes which will be much in vogue this season.

"Dragon Fly," "Ophelia," "Water Nymph," and "Narcissus."—For piano. Four of Ethelbert Nevin's most popular compositions arranged as piano duets by the composer.

"Sparkling Wavelets," "Vacation March," and "Butterflies."—Miniatures. For piano. By Hannah Smith. Valuable for teaching purposes in lower grades.

"With Drums and Colors."—March. For Piano. By R. Eilenbery. An instructive composition for the elementary piano student.

Songs, Etc.

"Rock of Ages."—Sacred Song, with setting by Gounod. Published in F, E, D and C, with violin obligato. A beautiful composition worthy of a place beside "O Divine Redeemer;" by the same composer.

"Cross of Calvary."—Sacred song. By Gounod. Published in B flat, A flat, G and F, with violin obligato. One of the finest of Gounod's songs, in his well-known dramatic style.

"Oh, Like a Queen."—Song. Words by William Watson. Musical setting by Percy Lee Atherton. Published in E flat and D flat. An exquisite song with wonderfully effective accompaniment. In the same class with "When Birds Were Songless on the Bough," by the same composer.

"Lines."—Song. By Sigmund Landsberg. Published in D for medium voice. A rare song with plenty of individuality.

"Spring."—Song. Words by Helen Good. Music by E. M. Grant. Published in G for high voice. A welcome trifle with charming running accompaniment.

"Thou 'rt With Me, O My Father."—Sacred song. By F. W. Wodell. Scored for contralto, baritone, tenor and soprano voice. It has an effective recitative and aria, and will be much in demand.

"Calm on the Listening Ear of Night."—Anthem. By Charles Manney. For soprano and tenor solo and chorus. A first-class anthem for the Christmas service.

"Agnus Dei."—For chorus, solo voices and organ. By Samuel C. Colburn. This clever composition was recently awarded a prize at Harvard University.

"The Blue Hills Far Away."—Song. By Charles Manney. A first rate song for mezzo-soprano or baritone.

"My Jean."—Song. By Charles Manney. Published in F and D. A little gem, and undoubtedly one of the prettiest of recent songs. The composer has caught the spirit of Burns' immortal lyric.

"A Father's Lullaby."—Song. By Franklin Riker. For medium voice. A touching lyric with appropriate setting.

"Voices of The Past."—Vocal duet. For soprano and alto, or mezzo-soprano and baritone. By Edwin Greene. An effective scoring for two voices of this popular song.

"Sing Me to Sleep."—Vocal duet for soprano and tenor, soprano and alto, or alto and bass. By Edwin Greene. Likely to become as popular as the same song for solo voice.

"There Let Me Rest."—Song. By Edwin Greene, the composer of "Sing Me to Sleep." Published in F, E flat, D and C, with violin or 'cello obligato. A pretty melody with refrain in three-four time, reminiscent of this composer's other songs. The same song is published in duet form for soprano and alto, and mezzo-soprano and baritone.

"Voices of The Past."—This popular song by Edwin Greene, with effective guitar accompaniment.

"Daisies" and "Good-Bye."—Songs for low voice. By Florence Allen. Two charming lyrics by Bliss Carman, with appropriate musical settings.

"The Nativity."—A cantata or service for Christmas. By F. F. Bullard. For solo voices and chorus, with orchestral and organ accompaniment. A grateful and attractive composition.

"At Even Ere the Sun Was Set."—Anthem for solo voices and chorus. By Edmund Turner. A beautiful composition with deep devotional spirit.

"Te Deum Laudamus."—By Edmund Turner. A Te Deum well adapted for small choirs.

"Exercises for Training the Boy's Voice."—By Ernest Douglas. An admirable little manual, indispensable to directors of male choirs. The underlying principles of voice production are those accepted to-day by leaders in the profession.

"Lullaby."—Chorus for mixed voices. By Anton Dvorak. One of the finest of modern choral compositions. An exquisite setting of a lovely melody.

"Dinah."—Sentimental negro ballad arranged for mixed voices. By Clayton Johns. An old-time plantation melody, successfully scored for chorus work.

CANADIAN PATRIOTIC AIRS.

"Our Father's Land and Ours."—Patriotic song. Music by C. W. Coates, of Methodist Book Room, Montreal. A first-class song with the proper suggestion of military ring and swing. This song is worthy of a place beside such national favorites as "The Maple Leaf Forever." Whaley, Royce & Co., Toronto, publishers.

WALL PAPER

LOOKING TOWARDS SPRING.

WITH Christmas over and the holiday trade a thing of the past, merchants can now turn their attention with some degree of care to the necessaries for Spring. Will this Spring's business bulk up more than last year's? That is the important question, because week for week and month for month the merchant should attempt to excel his previous records.

To accomplish this there must be no let-up in energy and enterprise. Make all the departments go with an additional hum. Take time to look over every man's samples. There is no knowing when something may turn up which will just suit your particular trade. Even if there is nothing you want it will freshen you up to take a look at what others are buying.

However, there is another way to increase business, and that is to take a department which has not hitherto been pushed, or has been altogether neglected, and make a feature of it.

Profit in Wall Paper.

Have you really worked the wall paper department for all it was worth in the past? The chances are you haven't. Supposing you lay out from now till Spring to open up a good live campaign. Make your selection of papers now when you have the complete range to choose from. Plan big. Order enough to make a good big showing. You can do this without any great expenditure of capital, for wall paper can be bought in very cheap grades.

You will not find a department which will prove more satisfactory than this. It is neat, clean stuff to handle; it is sold in definite quantities, that is to say, in complete rolls; there is no cutting nor measuring required; and finally, it is sold in large enough quantities to make each sale worth while.

Prepare in Advance.

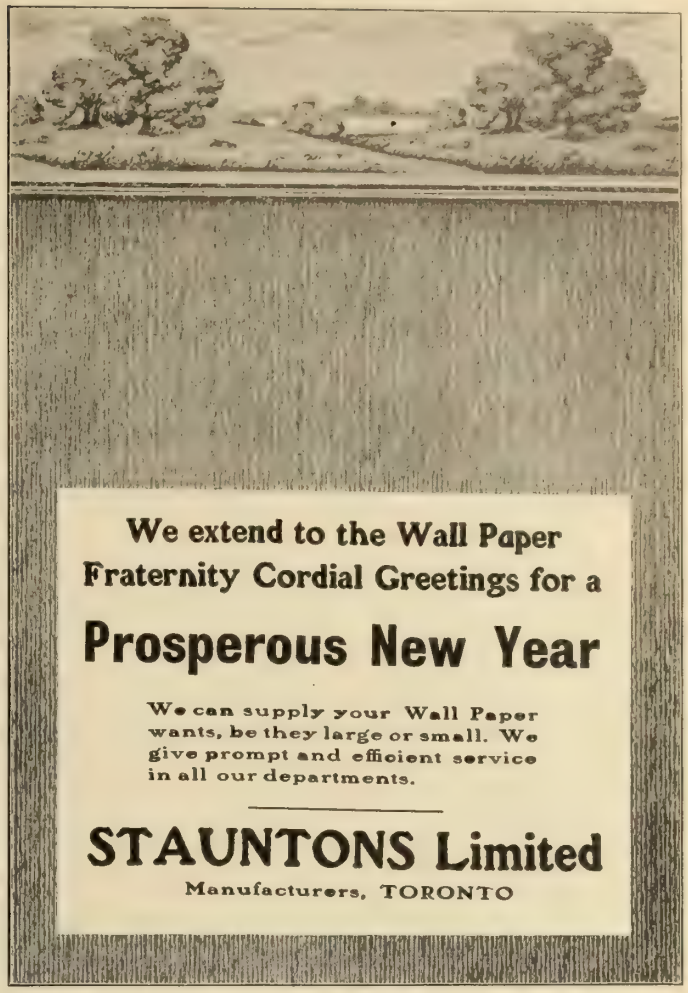
Anticipation is the keynote for the present. The department is quiescent now, but none the less, now is the time to complete preparations. Selections should be made and the necessary quantity estimated. Then decide upon the way you will handle the stock, where you will keep it and how bring it before the public.

It is too often the case that merchants do not look beyond the week in which they are living. After all, is not this one of the chief reasons of success for such men as Timothy Eaton, namely, that they can see far enough ahead to anticipate the wants of the public? Be provident and decide upon your course now while you have time. Novel schemes for assisting sales should be figured out during the quiet season, not while the stress of business is upon one.

"Yes," said the general merchant, "it is true that we propose to establish a hospital as an adjunct to our store." "To treat the victims of the bargain rushes?" was asked. "Yes, but that is merely a beginning. Later on I expect to see the business branch out, and I dare say we shall treat all comers for all sorts of complaints at exceptionally low figures. In my mind's eye I can see our advertisement reading:

" 'SPECIAL THIS DAY ONLY!
" 'Appendicitis Operations at Cut Rates.
" 'Positively, Only One Operation to Each Customer!
" 'Satisfaction Guaranteed or Appendix Replaced and
" 'Money Refunded!' "

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NEW CANADIAN COPYRIGHTS

Registered at Ottawa during December, 1905.

Sir Oliver Mowat : A Biographical Sketch. By C. R. W. Biggar, M.A. Volumes I and II. Charles Robert Webster Biggar, Toronto.

The Story of Dy-O-La. Book. The Johnson-Richardson Company, Limited, Montreal.

The Capital Cook Book. Ladies' Home Missionary Society of St. Andrew's Church, Ottawa.

Joseph Octave Cremazie. Poete Canadien. Portrait. Albert Ferland, Montreal.

Augustin Norbert Morin. Homme d'Etat Canadien. Portrait. Albert Ferland, Montreal.

Sir Louis Hippolyte Lafontaine. Portrait. Albert Ferland, Montreal.

Rene Robert Cavelier de la Salle. Portrait. Albert Ferland, Montreal.

La Galissonniere. Administrateur par interim de la Nouvelle France. Portrait. Albert Ferland, Montreal.

Jacques Rene de Brisay, Marquis de Denonville, Onzieme Gouverneur de la Nouvelle France. Portrait. Albert Ferland, Montreal.

Jean Bte. LeMoyne de Bienville. Fondateur de la Nouvelle Orleans. Portrait. Albert Ferland, Montreal.

Louis Joseph de St. Vevan, Marquis de Montcalm. Portrait. Albert Ferland, Montreal.

Panoramic View of Sutton, Quebec, from Catholic Church. Postal card. Sutton Printing Company, Sutton, Que.

L'Abbe Paul Braye, P.S.S., de Montreal. Photo, 6x8. Photo, cabinet. J. A. Dumas, Montreal.

Coming ! Coming ! Come ! Print. William Ford, Jr., Montreal.

Baby's Sweetheart. Pizzicato Serenade. By W. Corri, Jr. Hawkes & Son, London, England.

A Japanese Legend. Song. Words anonymous. Music by Harry Patterson Hopkins, Op. 25. No. 2. The John Church Company, Cincinnati, Ohio.

Rita. Waltz. By Ella M. Lantz. M. Leidt, Toronto.

Little Blue Suspenders. Song. Words by Carrie A. Crandall. Music by J. A. Tupper Noble. M. Leidt, Toronto.

Little Head of Golden Hair. Story in Song. Words by C. A. Crandall. Music by J. A. Tupper Noble. M. Leidt, Toronto.

American Beauties. Intermezzo and Two-Step. By Floyd J. St. Clair. H. N. White, Cleveland, Ohio.

A Maid of Ontario. By James Leroy Nixon. Book. Herbert Bruce Sidey, Welland, Ont.

Peace Conference. March and Two-Step. By Harry J. Lincoln. Vandersloot Music Company, Williamsport, Pennsylvania.

My Mama. A Good Little Song for a Good Little Girl. Words and music by Frank L. Bristow. The John Church Company, Cincinnati, Ohio.

My Papa. A Bright Little Song for a Bright Little Boy. Words and music by Frank L. Bristow. The John Church Company, Cincinnati, Ohio.

Little Mother. Song. Words by Alice C. D. Riley. Music by Frederic F. Beale. The John Church Company, Cincinnati, Ohio.

Ho ! St. Nick. Song. Words by Alice C. D. Riley. Music by Jessie L. Gaynor. The John Church Company, Cincinnati, Ohio.

The Tin Soldiers. Song. Words by Alice C. D. Riley. Music by Jessie L. Gaynor. The John Church Company, Cincinnati, Ohio.

One-A-Penny. Song. Words by Alice C. D. Riley. Music by Jessie L. Gaynor. The John Church Company, Cincinnati, Ohio.

Donalda. A Scottish-Canadian Story. By Elizabeth S. MacLeod. Elizabeth Stuart MacLeod, Charlottetown, Prince Edward Island.

The New Public School Drawing Course for Canadian Schools. Books I and 11. Canada Publishing Company, Limited, Toronto.

General James Wolfe. Siege of Quebec, 1759. Picture. The Globe Printing Company, Toronto.

The Collected Poems of Isabella Valancy Crawford. Edited by J. W. Garvin, B.A., with introduction by Ethelwyn Wetherald. John W. Garvin, Peterborough.

The Married Women's Property Act of Ontario. R. S. O. 1897, C. 163. With a Commentary. By George Smith Holmested. George Smith Holmested, Toronto.

The City Hall Illuminated, Winnipeg. Photo No. 1. Photo No. 2. Irving F. Allen, Winnipeg.

Night Owls. March and Two-Step. By M. A. Dennis. A. Cox & Company, Toronto.

The Poems of Wilfrid Campbell. Book. William Briggs, Toronto.

Souvenir de Premiere Communion. Image. Rev. Pere Dominique Jacques, Ottawa.

A Greater Empire Than Has Been. Calendar. The London Printing & Lithographing Company, Limited, London.

Materialism as a Philosophical Conception of the Universe. By Craig Ruie. Book. Peter Lyall, Sr., Montreal.

Sabbath School Class Record, 1906. Book. The Church Record S. S. Publications, Toronto.

Cheyenne. Shy Ann. Song. Words by Harry Williams. Music by Egbert Van Alstyne. Jerome H. Remick & Company, New York, N.Y.

Greetings from Stratford. Postal card. Edward Mitchell, Stratford.

Miss K. L. Wilks, Cruickston Park, Galt, Ont. Photo. Edward King Dodds, Toronto.

Won't You Please Go Home. Song. Words and music by Fleta Jan Brown. Jerome H. Remick & Company, New York, N.Y.

The Makers of Canada : John Graves Simcoe. By Duncan Campbell Scott. Book. Morang & Company, Limited, Toronto.

L'Almanach du Peuple, 1906. Livre. Librairie Beauchemin (a responsabilite limitee), Montreal.

My Flower Across the Sea. Song. Words and music by Lewis Owen. Lewis Owen, Toronto.

Soldiers They Would Be. Song. Words and music by Lewis Owen. Lewis Owen, Toronto.

Plain Talks on Health and Morals. By C. C. Casselman, M.D., M.C.P.S., and Rev. W. W. Walker. Book. Charles C. Casselman and William Wesley Walker, Huntsville.

Sure Cure for Ham and Bacon. Book. Warren Edward Russell, Massillon, Ohio.

Le Rosaire. Volume XI, 1905. L'Ordre des Freres Precheurs, (Les Dominicans) St. Hyacinthe, Que.

The Maiden of the Columbia. Photo. R. C. Pollett, Rossland, British Columbia.

Canadian Almanac, 1906. Book. The Copp, Clark Company, Limited, Toronto.

The Memories and Other Poems. By Mary A. Buchan. Book. Mary A. Buchan, Toronto.

Elora : Its Early History, Including an Account of its First Settlers in the Townships of Woolwich, Pilking-

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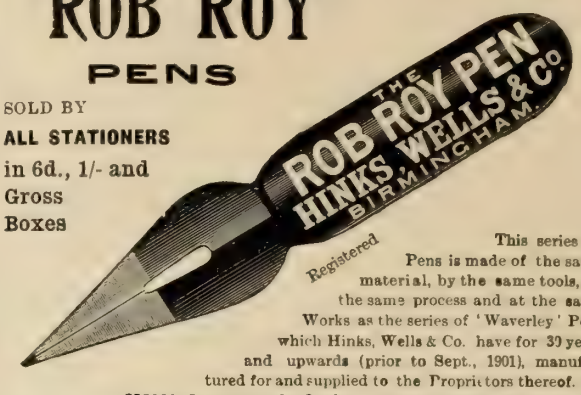
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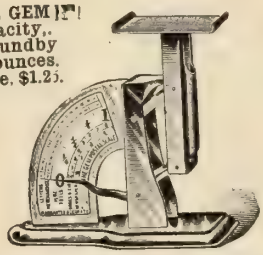


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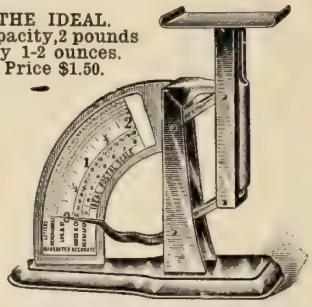
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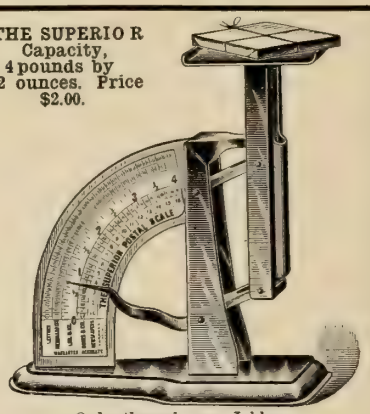
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ton and Nichol. By John R. Connon. Published in the Elora Express. Temporary copyright. John Robert Connon, Elora.

A Canadian Girl in South Africa. By E. Maud Graham. Book. E. Maud Graham, Harriston, Ont.

Insurance, Banking and Stocks. Book. Aristide Filiatrault, Montreal.

Couronne Poetiques des Mysteres du Rosaire. Livre. Augustin Belanger, Montreal, Que.

The Affiliated Stores Advertising System. Book. H. E. T. Cooke, Montreal.

Some Undergraduate Poems. Book. Thorlief Larsen, Toronto.

Belcher's Farmers' Almanac for the Maritime Provinces, 1906. McAlpine Publishing Company, Limited, Halifax.

Won't You Take Me Home With You. Song. Words by Jean Lenox. Music by Harry O. Sutton. Jerome H. Remick & Company, New York.

Leaves from Rosedale. By Charlotte Beaumont Jarvis. Book. Charlotte Beaumont Jarvis, Toronto.

Occident and Orient : A Tale. By Rev. W. W. Walker. William Wesley Walker, Toronto.

Le Roman d'un Garcon d'Habitant. Publie dans La Presse, Mantreal. Droit Temporaire d'Auteur. Henri Rouleau, Montreal.

Henderson's Gazeteer and Directory of Manitoba, Saskatchewan, Alberta and Western Ontario, for 1905. Henderson Directories, Limited, Winnipeg.

The Monster Imperial. Musical collection. Harold V. Knowland, Toronto.

Sanitol. March. By Chas. N. Daniels. Jerome H. Remick & Company, Detroit.

Interim Copyrights.

The Bench and Bar of the Maritime Provinces. Book. Brown-Searle Printing Company, Toronto.

The Bench and Bar of Quebec. Book. Brown-Searle Printing Company, Toronto.

The Dance of Mirth. Music. The W. H. Scroggie Co., Limited, Montreal.

BEST SELLING BOOKS OF THE PAST MONTH.

As Reported by Leading Canadian Retail Dealers.

BRANTFORD.

1. "St. Cuthbert's," by R. E. Knowles. Revell.
2. "The House of Mirth," by Edith Wharton. McLeod.
3. "The House of a Thousand Candles," by M. Nicholson. McLeod.
4. "Nedra," by G. B. McCutcheon. Briggs.
5. "The Mother," by Norman Duncan. Revell.
6. "Tales of the Road," by C. N. Crewdson. McLeod.

CALGARY.

1. "The House of Mirth," by Edith Wharton. McLeod.
2. "Nedra," by G. B. McCutcheon. Briggs.
3. "St. Cuthbert's," by R. E. Knowles. Revell.
4. "Fair Margaret," by F. M. Crawford. Morang.
5. "The Gambler," by K. C. Thurston. Revell.
6. "The Garden of Allah," by Robert Hichens. Briggs.

CHARLOTTETOWN.

1. "Nedra," by G. B. McCutcheon. Briggs.
2. "God's Good Man," by Marie Corelli. Briggs.
3. "Fair Margaret," by Marion Crawford. Morang.
4. "The Lure of the Labrador Wild," by D. Wallace. Revell.
5. "Jess & Co.," by J. J. Bell. Copp, Clark.
6. "Ayesha," by H. Rider Haggard. Briggs.

GUELPH.

1. "Nedra," by G. B. McCutcheon. Briggs.
2. "St. Cuthbert's," by R. E. Knowles. Revell.
3. "The House of Mirth," by Edith Wharton. McLeod.
4. "The Gambler," by K. C. Thurston. Revell.
5. "When It was Dark," by Guy Thorne. Musson.
6. "The Man of the Hour," by Octave Thanet. McLeod.

KINGSTON.

1. "The House of a Thousand Candles," by M. Nicholson. McLeod.
2. "Maid Margaret," by S. R. Crockett. Copp, Clark.
3. "My Friend the Chauffeur," by Williamson. Musson.
4. "The House of Mirth," by Edith Wharton. McLeod.
5. "The Conquest of Canaan," by Booth Tarkington. Poole.
6. "Nedra," by G. B. McCutcheon. Briggs.

LONDON.

1. "St. Cuthbert's," by R. E. Knowles. Revell.
2. "The Cherry Riband," by S. R. Crockett. Copp, Clark.
3. "Self Control," by W. G. Jordan. Revell.
4. "Nedra," by G. B. McCutcheon. Briggs.
5. "The Spirit of Christmas," by H. Van Dyke. Copp, Clark.
6. "The Conquest of Canaan," by Booth Tarkington. Poole.

MONCTON.

1. "Hearts and Masks," by Harold MacGrath. McLeod.
2. "The House of Mirth," by Edith Wharton. McLeod.
3. "The House of a Thousand Candles," by M. Nicholson. McLeod.
4. "The Deluge," by D. G. Phillips. McLeod.
5. "The Gambler," by K. C. Thurston. Revell.
6. "St. Cuthbert's," by R. E. Knowles. Revell.

MONTREAL.

1. "The Gambler," by K. C. Thurston. Revell.
2. "The St. Lawrence Basin," by S. E. Dawson.
3. "The Voyageur," by W. H. Drummond. Briggs.
4. "Conquest of Canaan," by Booth Tarkington. Poole.
5. "The House of Mirth," by Edith Wharton. McLeod.
6. "The Household of Peter," by R. N. Carey. Copp, Clark.

PETERBORO.

1. "The Gambler," by K. C. Thurston. Revell.
2. "St. Cuthbert's," by R. E. Knowles. Revell.
3. "Nedra," by G. B. McCutcheon. Briggs.
4. "The Deluge," by D. G. Phillips. McLeod.
5. "The Man of the Hour," by Octave Thanet. McLeod.
6. "The House of a Thousand Candles," by M. Nicholson. McLeod.

ST. CATHARINES.

1. "St. Cuthbert's," by R. E. Knowles. Revell.
2. "Nedra," by G. B. McCutcheon. Briggs.
3. "The House of Mirth," by Edith Wharton. McLeod.
4. "The Man of the Hour," by Octave Thanet. McLeod.
5. "Hearts and Masks," by Harold MacGrath. McLeod.
6. "The House of a Thousand Candles," by M. Nicholson. McLeod.

STRATFORD.

1. "St. Cuthbert's," by R. E. Knowles. Revell.
2. "The Gambler," by K. C. Thurston. Revell.
3. "The Man of the Hour," by Octave Thanet. McLeod.
4. "Hearts and Masks," by Harold MacGrath. McLeod.
5. "The Great Mogul," by Louis Tracy. McLeod.
6. "The Voyageur," by W. H. Drummond. Briggs.

TORONTO.

1. "The Conquest of Canaan," by Booth Tarkington. Poole.
2. "The House of Mirth," by Edith Wharton. McLeod.
3. "Maid Margaret," by S. R. Crockett. Copp, Clark.
4. "Nancy Stair," by E. M. Lane. Poole.
5. "Captains All," by W. W. Jacobs. Copp, Clark.
6. "The Gambler," by K. C. Thurston. Revell.

VICTORIA.

1. "The House of Mirth," by Edith Wharton. McLeod.
2. "The Princess Passes," by Williamson. McLeod.
3. "The Lightning Conductor," by Williamson. McLeod.
4. "My Friend the Chauffeur," by Williamson. Musson.
5. "The Garden of Allah," by Robert Hichens. Briggs.
6. "A Servant of the Public," by Anthony Hope. Copp, Clark.

WINNIPEG.

1. "St. Cuthbert's," by R. E. Knowles. Revell.
2. "Nedra," by G. B. McCutcheon. Briggs.
3. "The House of Mirth," by Edith Wharton. McLeod.
4. "Tales of the Road," by C. N. Crewdson. McLeod.
5. "Jules of the Great Heart," by L. Mott. Copp, Clark.
6. "The Last Chance," by R. Boldrewood. Copp, Clark.

CANADIAN SUMMARY.

		Points.
1.	"St. Cuthbert's," by R. E. Knowles	77
2.	"The House of Mirth," by Edith Wharton	76
3.	"Nedra," by G. B. McCutcheon	67
4.	"The Gambler," by K. C. Thurston	48
5.	"The House of a Thousand Candles," by M. Nicholson.	32
6.	"The Conquest of Canaan," by Booth Tarkington	25

OUR HALF-YEARLY BOOK LIST

Books Published in Canada
July 1 to December 31, 1905.

NOTE :—The following list comprises only such books as have been published by regular book publishers of Canada, and does not include medical, technical or law books Both author and title are indexed, though details as to publisher, price, etc., are only supplied after the author's name.

Addison, Mrs. "The Art of the National Gallery." Toronto: The Copp, Clark Co., Limited. Illustrated. Cloth, $2.00 net.

"Adventures of Pinochio, The." By C. Collodi.

"Agriculture." By C. R. Jackson.

"Albert Gate Mystery, The." By Louis Tracy.

Alcott, Louisa M. "Jo's Boys." New edition. Toronto: The Musson Book Co., Limited. Cloth, $1.00.

"Among English Inns." By Josephine Tozier.

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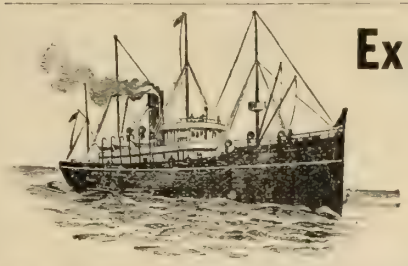
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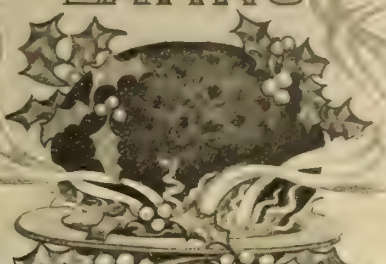
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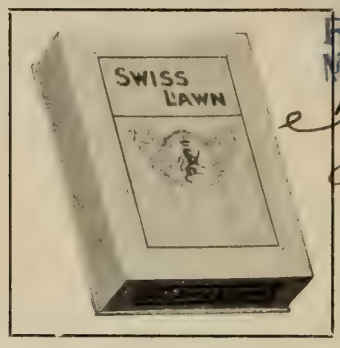
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MAR 1 1906

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Vol. XXII. MONTREAL AND TORONTO, CANADA, FEBRUARY, 1906. No. 2.

THE BRITISH PUBLISHER AND CANADA

IN commenting in a recent number of Bookseller and Stationer on the establishment of a branch office of MacMillan & Company in Canada, the statement was made that "For a long time it has been the habit of English publishers to disparage Canada, but the day when such disparagement is in keeping with conditions is long past."

This statement has evoked some comment, and we are glad that the attention of English publishers has been awakened. The following letter will prove of interest in this connection.

A Protest.

The Editor Bookseller and Stationer :—I was surprised to read your statement in the November number of the Bookseller "That it has been for a long time the habit of English publishers to disparage Canada." I cannot understand this, as the number of books on and about Canada published on this side tend to show that this is far from being the case. I enclose, for instance, a selected list of a dozen books published by us on Canada, and I know I could add many others. Apart from this may I be permitted to say that I, for one, have had the pleasure of calling personally on a large number of the leading Canadian booksellers, and my representatives have from time to time made special journeys since that date. In addition to this, I might add that for some considerable time previous to the announcement you make in your November issue, I had my regular agent in residence at 2 Carlton street, corner Yonge street, Toronto, (now at 21 Richmond street west). *

I cannot help feeling, however, that the English publishers do not always get that support from the Canadian booksellers which they deserve; one hears constantly of Canadian booksellers supplying American editions of English books in cases where only the United States market was sold to the American publishers.

Let me add, I read your journal from month to month with a great deal of interest, and am always glad to give consideration to any suggestion that you make for the promotion of business between England and Canada.

T. FISHER UNWIN.

London, Dec. 8, 1905.

Our Position.

So far as Mr. Unwin is himself concerned, and a few other English publishers whom we might name, our charge falls flat. But at the time we wrote the sentence referred to, we were generalizing on the experiences of our London representative. He had patiently and persistently visited the publishers of London and communicated with English publishers outside London, and it was his experience that the average English publisher disparaged Canada and saw no use in cultivating the Canadian field. With this first-hand evidence we felt no uncertainty in making the general statement which we did.

It is a pleasure to observe the change which is gradually taking place in the attitude of English publishers towards Canada. The opening of branch offices shows that the English publisher is beginning to grasp the situation and to realize that now is the time to get in on the ground floor. In a few years the advantage now offered may cease to exist.

A New Feature.

A new and noteworthy feature of the situation just at present is the announcement of the establishment of a branch office of the Musson Book Company, Limited, of Toronto, Canada, in London, England. Particulars as to the functions of this office are given elsewhere. In brief it will serve as an agency for securing Canadian editions of English books, handling English books for the Canadian market, and placing Canadian books on the English market.

PUBLISHERS' SPRING ANNOUNCEMENTS

SUMMARY LIST.

Since our last issue the following novels have been published in Canadian editions :

Author.	Book.	Publisher.
May Sinclair.	Divine Fire.	McLeod.
Eden Phillpotts.	The Portreeve.	Macmillan.
Beth Ellis.	Madam, will you Walk?	Briggs.
Elizabeth Ellis.	Barbara Winslow, Rebel.	Musson.
Sir Wm. Magnay.	The Prince of Lovers.	Poole.
Gilbert Wintle.	Strange Partners.	"

During the balance of February and the early weeks of March will appear :

Author.	Book.	Publisher.
Ellen Glasgow.	The Wheel of Life.	Musson
Herbert Quick.	Double Trouble.	McLeod.
Louis Tracy.	Karl Grier.	"
Gordon Holmes.	The Arncliffe Puzzle.	"
Fred M. White.	The Weight of a Crown.	"
G. F. Mertins.	The Storm Signal.	"
Bertha Runkle.	The Truth about Tolna.	Musson.
W. C. Russell.	Yarn of Old Harbor Town.	"
Baroness Orczy.	The Scarlet Pimpernel.	Briggs.
"	A Son of the People.	"
A. T. Quiller-Couch.	The Mayor of Troy.	"
H. B. M. Watson.	The High Toby.	"
Janet Lee.	Uncle William.	Musson.
Samuel M. Gardenhire.	The Long Arm.	Poole.
Lilian Bell.	Carolina Lee.	Copp.
Mrs. Saunders.	Saints in Society.	"

McLEOD & ALLEN.

A cheap edition of "The Pillar of Light," by Louis Tracy, has just been placed on the market by McLeod & Allen. The paper edition is issued at 25 cents and the cloth edition at 50 cents.

McLeod & Allen have just brought out a Canadian edition of "Divine Fire," by May Sinclair, in cloth at $1.25. This is probably the most talked of novel of the moment.

"Karl Grier" is the title of Louis Tracy's new novel, which will be issued almost immediately in cloth and paper editions at $1.25 and 75 cents respectively. Karl Grier was possessed of a sixth sense called "telegnomy," which enabled him to beat off the attack of rascals three thousand miles away.

Gordon Holmes, who wrote "A Mysterious Disappearance," has surpassed himself in a new story of love and mystery, which he has called "The Arncliffe Puzzle." McLeod & Allen will publish the novel shortly. ($1.25 and 75 cents.)

Among other early publications of McLeod & Allen are "Alton of Samasco," by Harold Bindloss, "Double Trouble," by Herbert Quick, and "The Storm Signal," by Gustave F. Mertins. (Cloth $1.25, paper 75 cents.)

"The Weight of a Crown" is the title of a new novel by Fred M. White, author of "The Crimson Blind." The plot introduces the problem of dual identity, there being two girls, identical in appearance, who change places for a short time. (Cloth $1.25, paper 75 cents.)

WILLIAM BRIGGS.

William Briggs has secured the Canadian market for several of the most important novels of the year. Probably the most interesting will be "Sir Nigel," the sequel to "The White Company," by Sir A. Conan Doyle, which is at present running serially in the English Strand. It will not be published in book form until the Autumn.

Miss Marie Corelli's new novel, the title of which has not as yet been announced, will be published this Autumn by William Briggs.

S. R. Crockett has been lavishing particular care on his new romance, "The White Plume." This will also be among the early Autumn publications of this house.

Still another important Fall publication will be a new novel by Robert Hichens, author of "The Garden of Allah." William Briggs also has on his list new novels by Ellen Thorneycroft Fowler and William le Queux, the titles of which will be announced later.

A second 75-cent cloth edition of "When it was Dark," by Guy Thorne, will be ready shortly.

About March 1 William Briggs will publish Canadian editions of two remarkable novels by Baroness Orczy, "The Scarlet Pimpernel" and "A Son of the People." Both books have created great interest in England, where their sale has been enormous. (Cloth $1.25, paper 75 cents.)

"Lady Betty," by C. N. and A. M. Williamson, authors of "The Lightning Conductor" and "The Princess Passes," will be issued in June. The story narrates the adventures of an English girl in America.

In March will be published "The Mayor of Troy," by A. T. Quiller-Couch, and "The High Toby," by H. B. Marriott Watson. Both authors are Englishmen.

A special paper edition of "The House with the Green Shutters," by the late George Douglas, will be ready on March 1. This book won a remarkable success when it was first published several years ago. (35 cents.)

The first of William Briggs' Spring publications to appear is "Madame, Will You Walk?" by Beth Ellis. This book has just appeared in a cloth edition at $1.25.

MUSSON BOOK CO., LIMITED.

The Musson Book Company have just published the Canadian edition of Ellen Glasgow's new book, "The Wheel of Life." The success that this firm has had with Miss Glasgow's former books, "The Voice of the People," "The Deliverance," "The Battleground," etc., would in itself justify their expectations of big sales.

The Musson Book Company announce the publication of "Barbara Winslow, Rebel," by Elizabeth Ellis. 12 mo. cloth, illustrated, $1.50. The fearless heroine of the story is most fascinating. The cover design and illustrations are works of art.

A Canadian edition of W. Clark Russell's latest romance, "The Yarn of old Harbor Town," is on the Musson Book Company's Spring list. It will be ready in cloth and paper editions about March 1. ($1.25 and 75 cents.)

The Musson Book Co. will be the Canadian publishers of the new novel by Guy Thorne, author of "When it was Dark." The title is "When it was Ordained." The book will be issued in April.

THE MACMILLAN CO., OF CANADA.

"Tarry at Home Travels," by Dr. Edward Everett Hale, is announced by the Macmillan Company for Spring publication. The volume will be richly illustrated from portraits, old prints and photographs, and will be uniform with the recent one-volume edition of Dr. Hale's "Memories of a Hundred Years."

C. T. Winchester, professor of English Literature at Wesleyan University, has written a "Life of John Wes-

ley," which the Macmillan Company will presently issue. The book is intended to meet the demand for a life of Wesley, accurate and comprehensive, yet moderate in size and attractive in style, which shall be of interest to the general reader as well as to the student of religious history.

"Napoleon and His Times" is the title of the new volume in the Cambridge Modern History. It is likely to be completed in time for issue during March.

Mr. Stephen Phillips' new play, "Nero," is in course of preparation by the Macmillan Company, who hope to bring it out in February.

The Macmillan Co. have three novels on their Spring list, "If Youth but Knew," by Egerton Castle, "The Vine of Sibmah," by Andrew Macphail, and "The Portreeve," by Eden Phillpotts. The latter appeared on February 9, the two former are due in the Spring.

A notable demand for Mr. Winston Churchill's life of his father, "Lord Randolph Churchill," exists in Canada and the publishers are delighted with the sale to date.

"The Garden, You and I" is a new work to be brought out shortly, written by Mabel Osgood Wright, who has made public the fact that she is the author of "The Garden of a Commuter's Wife."

The new edition of Tennyson's "In Memoriam," which will be published this Spring, will contain several hitherto unpublished poems and the author's own notes.

MORANG & CO., LIMITED.

Morang's Literature Series for the use of public and high schools is growing rapidly. Six books of the series have already appeared: "High School Poetry Book," Parts I and II, edited by W. J. Sykes, B.A., of Ottawa; "Poems of the Love of Country," edited by J. E. Wetherell, B.A., of Strathroy; "Selections from Tennyson," edited by John C. Saul, M.A.; "High School Ballad Book," Part I, edited by F. F. Macpherson, B.A., of Hamilton; "High School Prose Book," Part I, edited by O. J. Stevenson, M.A., D. Paed., of St. Thomas. There are also a number of books on hand which they hope to issue in the next fortnight: "Selections from the Nature Poets," edited by Andrew Stevenson, B.A., of Stratford; "High School Poetry Book," Part III, edited by John C. Saul, M.A.; "Kingsley's Heroes," edited by John C. Saul, M.A.; "Narrative Poems," Hawthorne's "Wonder Book," Dickens' "Christmas Carol," etc. Each of these books is edited by a prominent school man, and is annotated with a view to school needs. The books are neatly bound in paper and sell at 15 cents per volume.

Mr. Herbert Myrick, an experienced editor connected with papers in Boston, Springfield, New York and Chicago, and a well known American financier, has just completed the romance of a tenderfoot in the days of Custer and called it "Cache la Poudre." The book is in two editions, one in cloth at $1.50, the other in Indian smoke-tanned buckskin with cowboy fringe at $5. Both are illustrated by such artists as Charles Schreyvogel, Edward W. Deming, and Henry Fangel. No recent fiction has been so elaborately illustrated. The book has already been enthusiastically commended by various United States critics.

Two new volumes in "The Makers of Canada Series" are in press and will shortly be ready for sale—"Laval," by Leblond de Brumath, and "Frontenac," by W. D. Le Sueur.

John M. Coulter, A.M., Ph.D., the well known authority on scientific subjects, and head of the Department of Botany in Chicago University, has recently completed "A Text Book of Botany," for secondary schools. Professor Coulter will be remembered as author of "Plant Studies," "Plant Relations," "Plant Structures," and "Plants."

THE WESTMINSTER CO.

A volume of twelve sermons, with a central theme, preached at various times by the Rev. John MacKay, pastor of Crescent Street Presbyterian Church, Montreal, has just appeared with the imprint of the Westminster Co., Toronto, and bearing the title "Religion as Friendship with God." The writer elucidates a somewhat new conception of religion, introducing modern explanations of difficulties presented by old doctrines. His style is simple and didactic and the book will be found most helpful to the perplexed seeker after knowledge. Rev. Mr. MacKay is a young divine from whom great things are expected in the Presbyterian Church in Canada.

COPP, CLARK CO., LIMITED.

One of the first of The Copp, Clark Co.'s Spring publications will be the £100 prize novel by Mrs. Baillie-Saunders, entitled "Saints in Society." Over 11,000 copies of this remarkable novel were sold in England within three weeks of publication.

"My Sword for Lafayette" is the title of Max Pemberton's new novel. The scene is laid in America during the War of Independence and a graphic picture is given of the most exciting incidents of that campaign. The book will be ready in the early Spring.

John Oxenham, author of "Hearts in Exile," etc., has written a modern English novel, "Giant Circumstance," which attracted much attention during its serial run in Chambers's Journal. The scene opens in the Soudan but soon shifts to London and the Highlands.

Among other Spring publications may be mentioned "The Mystery of a Motor Car," by William le Queux, "Dearlove," by Frances Campbell, and a volume on the Irish question by Firman Roz, entitled "Under the English Crown."

The Copp, Clark Co. will also publish immediately paper editions of their successful novels, "Jess & Co.," by J. J. Bell, "Maid Margaret," by S. R. Crockett, and "A Maker of History," by E. P. Oppenheim.

About the end of the month The Copp, Clark Co. will bring out a new Lilian Bell book, "Carolina Lee." This is a bright story of a clever young American girl, educated in Paris, who loses all her fortune, with the exception of a plantation in Virginia, where she goes to reside.

POOLE PUBLISHING CO.

Owing to unfortunate delays the publication of "The Long Arm," by Samuel M. Gardenhire, has been considerably held back. It will be ready about February 15.

A paper edition of "Nancy Stair," by Eleanor M. Lane, is now in the press. This charming story has been in growing demand for many months, and small wonder, as it is certainly one of the most delightful of modern novels.

A cloth edition of "The Head of Gold," by Mark Ashton, is now on the market. In paper, this book sold well and the cloth edition should be warmly welcomed. ($1.25.)

The Poole Publishing Co. announce for Spring publication volume one of Mark Twain's Library of Humor, entitled "Men and Things." ($1.25.)

Two February publications of the Poole Publishing Co. that are going well are "The Prince of Lovers," by Sir William Magnay, and "Strange Partners," by Gilbert Wintle. ($1.25.)

Mr. L. H. Shepley is covering the western field and Mr. R. Licence the northern field for the Kelk, Sutcliffe Co., Toronto.

IMPORTANT CONNECTIONS MADE.

The Copp, Clark Co. Arrange for Record Import Business

MR. WILLIAM COPP, vice-president and manager of the book department of The Copp, Clark Co., Limited, has just returned from a two months' trip to the Old Country. That he spent the time to excellent advantage is evidenced by the long list of agencies which he secured and the splendid arrangements he has made for import book business.

First and foremost, he has secured the exclusive Canadian agency for all the publications of the important London house of James Nisbet & Co. The number of books published by this firm is enormous, including many interesting series of juveniles by such well known authors as R. M. Ballantyne, Mrs. Marshall, Agnes Giberne, and others. James Nisbet & Co. are also the publishers of the works of Frances Ridley Havergal, Susan Warner, and J. R. Macduff. The trade should note in this connection that Nisbet & Co. will not in future send a traveler to Canada, but that all orders must be placed through The Copp, Clark Co.

Another house for which The Copp, Clark Co. are now the sole Canadian agents is that of H. Grevel & Co., London, publishers of works on art. Their list is very extensive, but it might be as well to note a series of monographs on artists, richly illustrated and tastefully bound, and also a series of illustrated monographs on the history of the great art centres of the world.

The sole Canadian agency for Arthur C. Fifield, London, has also been secured by Mr. Copp. In Mr. Fifield's list may be noted the "Simple Life Series," consisting of 23 booklets, tasteful in get-up, suggestive in matter and appealing to thoughtful people, and the "Brochure" series of tastefully produced booklets, printed in old style handset type and printed on heavy antique paper.

A Scotch publisher, Alexander Gardner, of Paisley, has given The Copp, Clark Co. exclusive control of his publications in Canada. He has a long list of works by Scotchmen, including R. Scott Fittis, David Macrae, Robert Ford and others.

Other Old Country publishers for whom The Copp, Clark Co. are agents in Canada are Methuen & Co., Duckworth & Co., and R. & T. Washbourne, publishers of Roman Catholic books. These are in addition to Blackie & Son, of Edinburgh, and Isaac Pitman and Castell Bros., of London, all of whom have been represented in Canada by The Copp, Clark Co. for several years.

When in the Old Country Mr. Copp arranged for the exclusive control in Canada of certain publications of the following publishers: Hodder & Stoughton, John Long, C. Arthur Pearson, George Allen, James Clarke & Co., Bradbury, Agnew & Co., Chapman & Hall, T. Fisher Unwin, Hutchinson & Co., and A. Constable & Co., of London; David Bryce & Son, of Glasgow.

Finally, special terms were made with the following publishers for supplying particular publications: Wm. Heinemann, Chatto & Windus, George Bell & Sons, John Lane, Cassell & Co., Grant Richards, David Nutt, Kegan Paul Trench & Co., Wm. Collins, Sons & Co., Seeley & Co., Hurst & Blackett, and Pall Mall Gazette.

In addition to the annuals which The Copp, Clark Co. handled in previous years, such as Cassell's Magazine, Quiver, Little Folks, and Canadian Children's Treasury, they will this year control the Child's Companion, Cottager and Artisan, and Our Little Dots, three publications of the Religious Tract Society.

To complete the list of publishers for whom The Copp, Clark Co. are agents, mention must be made of the two American houses of L. C. Page & Co., Boston, and W. B. Perkins, of New York.

The book travelers of The Copp, Clark Co. start out almost immediately with a complete line of import samples.

LIBRARY PARAGRAPHS.

THE TORONTO PUBLIC LIBRARY, the Toronto University Library, and McGill University Library, are the proud possessors of the only three copies of a remarkable book which have come to Canada. This is the "Catalogue and Investigations in Jade," printed by Theodore L. DeVinne & Co., of New York, in a limited edition, and prepared by George F. Kuntz, the gem expert of Tiffany's. The book is an exquisite piece of workmanship, and the illustrations are all from copper-plate. Jade is a mineral, and the book tells all that is known about it up to the present time.

Mr. W. H. Lovering has been elected chairman of the Hamilton Public Library Board.

The total number of books in the Vancouver library is now 11,013. The number of books issued during the past year is as follows: Fiction, 62,515; in other classifications, 16,599; total, 79,114. The total number issued in 1904 was 56,851.

At the annual meeting of the Bowmanville Public Library Board the following members were elected as officers: President, W. B. Couch; vice-president, R. D. Davidson; secretary, Miss MacWain; treasurer, W. Tamblyn; library committee, H. Munro, Miss A. E. Allin, R. D. Davidson; finance committee, W. Tamblyn, D. G. M. Galbraith, F. Manning; room committee, Miss Galbraith, Dr. Hazlewood, W. Tamblyn.

During 1905 a total of 2,141 new volumes were placed on the shelves of the Hamilton Public Library, making a grand total of 28,469 volumes. The number of new cards issued was 1,352, making a total of 15,600 borrowers' cards in use. There was a big increase in the number of books issued. The total receipts for the year were $15,811.33, and the disbursements about the same amount. Librarian Hunter's salary has been increased $100 a year.

The Niagara Falls Public Library contains 6,000 volumes, and its membership numbers 125. $117 was spent on new books during 1905, and $56 on magazines. The officers for 1905 are: President, Rev. J. C. Garrett; vice-president, J. F. Green; secretary, Miss Carnochan; treasurer, W. J. Wright, M.A.; additional members of the board of management, Messrs. A. Ball, Harrison, Eckersley, Burns, Onslow; finance committee, Messrs. Rowland, Randall, Skelton; auditors, Messrs. Burns and Healey; book committee, Rev. J. C. Garrett, Rev. A. F. McGregor, Mrs. Rowland, Miss Carnochan, and Messrs. Wright and Onslow; librarian, Miss Winterbottom.

During 1905 six thousand volumes were taken out by patrons of the Tillsonburg Public Library. There was a decrease in the number of books of fiction issued and an increase in the number of magazines. Books of history, travel, science and general literature also showed increases; 114 new volumes were added during the year, bringing the total up to 3,000. The election of officers resulted as follows: Hon. president, John Smith; president, Geo. W. Hare; vice-president, Rev. J. J. Brown; secretary-treasurer and librarian, Wm. Imrie; managers, W. S. Law, W. McGuire, Chas. H. Denton, W. A. Dowler, John Carruthers, F. E. Aldrich, J. H. Wilson, W. S. Ferguson, John Weston, T. C. Waller, J. M. Clark, and Revs. Oliver, Wright and Tonge.

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Buchan's Sterling Equivalents and Exchange Tables,
Showing the relative value, according to the rate of discount in London, in Canadian and New York systems of quotations, of bills of exchange drawn at any rate, or having any number of days to run, etc., etc., by EWING BUCHAN. Price, $4.00

Buchan's Par of Exchange (Canadian),
Giving sterling into dollars and cents and *vice versa*, from £1 upwards, also sterling equivalents, Canada into New York and *vice versa*; by EWING BUCHAN. Price (in sheets), each, 20c.; mounted (on boards), each, 35c.

The Importers' Guide,
A hand-book of advances of sterling costs in decimal currency from one penny to 1,000 pounds, with a FLANNEL TABLE, from 20 to 100 shillings per piece of 46 yards; by R. CAMPBELL and J. W. LITTLE. Cloth, 75c.; leather, $1.00

The Canadian Customs Tariff,
Revised to date, containing lists of warehousing ports in the Dominion, the Franco-Canadian treaty, extracts of Canadian Customs Act, Ster ling Exchange, Francs, German Rixmark, at Cadadian Customs values, also a table of the value of francs in English money, Harbor Dues, etc., etc. Cap 8 vo, cloth. Price, 50c.

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BY BARONESS ORCZY
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This book is a leading seller in England. Ten editions have already been called for. As the book has been dramatized there is sure to be a big and steady demand for it.

Canadian Edition Now Ready

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"The Scarlet Pimpernel" has run into about ten editions in ten months' time, and so great was the rush for the last edition in England that the publishers lost the sale of thousands of copies. The book has been dramatized.

"A Son of the People," by the same author, is to our mind even better than "The Scarlet Pimpernel." These books will be very popular during 1906.

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who are open for a situation are requested to register their names with The MacLean Publishing Co., at any of their offices. Inquiries are occasionally made by manufacturers and wholesale houses who contemplate establishing their own advertising department.

IMPORT BOOKS, 1906

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OUR TRAVELLERS WILL SHORTLY CANVASS THE WHOLE DOMINION, FROM ATLANTIC TO PACIFIC, AND WILL CALL ON ALL BOOKSELLERS.

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MAGAZINE COUNTER

THE AMERICAN ILLUSTRATED MAGAZINE for February has an exceptionally good automobile article, entitled "The Heart of the Automobile," which describes the evolution of the motor car from the grotesque productions of a century ago. Several of these odd vehicles are illustrated.

The publishers of McClure's Magazine announce a new serial by Rudyard Kipling to begin in the May issue.

Mr. Clement K. Shorter has resigned the editorial chair of the Tatler and has been succeeded by Mr. Arthur Croxton.

Archibald Constable & Co., Limited, are now the English publishers of the Atlantic Monthly. The price in England is one shilling per number.

Frank A. Munsey announces a new magazine, to be called the Scrap Book. He is also making extensive improvements in Munsey's Magazine, beginning with the March number.

John Brisben Walker has resumed the publication of the Twentieth Century Home, which he suspended last May when he sold the Cosmopolitan to Hearst. It sells at five cents a copy.

In the March Pall Mall will be found a valuable article on "Manchester and its Industries," written and illustrated by William Hyde. "Music as a Theme for Art" is another notable article.

In the March Atlantic Monthly will be found "Love of Wealth and the Public Service," "Some Equivocal Rights of Labor," "Shakespeare and the Stage," "Anatole France," and several stories.

The most notable contribution to the February Critic is "The Great Commonplaces of Reading," by John Morley. "Journalism the Destroyer of Literature," by Julian Hawthorne, is a strong attack on journalism.

The February Windsor is largely a fiction number with stories by Anthony Hope, H. B. Marriott Watson, Justus Miles Forman, and others. "The Art of Mr. George W. Joy" is illustrated with numerous reproductions of his paintings.

In Chambers's Journal for February is to be found "Tips and Tipping," "A Sea Railway," "Toastiana," "Fish Hospitals," "The Hurry and Bustle of Modern Life," "The Habits of Wild Animals," "Bygone Perthshire," "Old Irish Silver," etc.

The publishers of the Cosmopolitan will create a sensation when their March number appears. It will contain the opening article of a series in which David Graham Phillips will attack the United States Senate. A serious condition of affairs will be disclosed.

The Royal can always be relied on to produce a striking cover. The February design is particularly taking, showing an open hand containing four pennies, the price of the magazine. Surely dealers should have little difficulty in disposing of this bright publication.

"Frenzied Finance" is concluded in the February number of Everybody's, though Thomas W. Lawson will continue to contribute articles on financial subjects to future numbers. Sir Gilbert Parker's novelette, "The Stake and the Plumb Line," begins in the February number.

A discussion on the Canadian customs tariff will be a feature of the Canadian Magazine for March. Opposite sides will be taken by J. A. Hobson, special correspondent of the London Chronicle, and W. K. McNaught, past president of the Canadian Manufacturers' Association.

Sir Gilbert Parker will contribute a strong story of the Northwest, called "Watching the Rise of Orion," to the March number of Appleton's Booklovers Magazine. Another interesting feature promised for this number is an appreciation of J. M. Barrie by Jesse Lynch Williams.

"Commercializing Amateur Athletics" will be the title of a scathing article on the management of amateur athletics by the athletic clubs, which will appear in the March issue of the World To-Day. There will also be a hopeful contribution from Judge Grosscup on "The Public Conscience."

Henry Norman, M.P., will contribute a most interesting article, entitled "The Flowing Road," to the March number of Scribner's. It describes an automobile journey through five European countries. In the same number will be found more of Francis Wilson's recollections of Joseph Jefferson.

The publishers of the Arena promise for March, "The Smelter Trust and a General Glance at the Trusts," "Main Currents of Thought in the Nineteenth Century," "Federal Regulation of Railway Rates," "The Menace of Plutocracy," "Human Liberty or Human Greed," "The Economics of Moses," etc.

In the March Century will appear the first of two articles by the late William Sharp on Sicily, which will be elaborately illustrated. Mrs. Humphry Ward's serial, "Fenwick's Career," Dr. Weir Mitchell's "Diplomatic Adventure," and Frederick Trevor Hill's "Lincoln the Lawyer" will appear in generous installments.

Among the contents of the Quarterly Review for January may be noted "Originality and Convention in Literature," "Plato and His Predecessors," "Fanny Burney," "Hazlitt and Lamb," "The Light Treatment of Disease," "Art Under the Roman Empire," "The Riddle of Music," "The Cost of Government," and "Gold and the Banks."

In the March McClure's Clara Morris will write about her discovery of Henry Irving, when she was looking for a leading man. Anthony Fiala will conclude his graphic story of the second Baldwin-Ziegler Arctic expedition, and Ida M. Tarbell will discuss "Modern Machiavelianism." There will be another story by Ralph D. Paine, whose "Praying Skipper" in the January number aroused much interest.

THE MARCH SCRIBNER'S.

THE well-known standards of excellence in the artistic and literary features of Scribner's Magazine are fully maintained in the early numbers of 1906. A very sumptuous number is to be published February 21, containing, among other extraordinary features, a most fascinating account of an automobile

jaunt through Europe, by the automobile enthusiast, Henry Norman, M.P. The title of his article, "The Flowing Road," suggests the well-known style of this popular writer, who has infused such genuine enthusiasm and love for the outdoor life into this fascinating account, that all who read the March Scribner's will surely become enthusiasts of this wonderful modern traveling machine.

Thomas Nelson Page, one of the most popular American writers of the day, contributes a short story, and Francis Wilson, the American actor, and by the way, a charming scholarly gentleman as well, writes most entertainingly of the personality of the late Joseph Jefferson, famous all over this continent for his interpretation of Rip Van Winkle.

A STUPENDOUS UNDERTAKING.

PROBABLY the largest enterprise ever undertaken by any publisher in popularizing the best of the world's literature, is being undertaken by J. M. Dent & Co., af London, England, already famed as publishers of the Temple Editions of Shakespeare, Scott, Dickens, etc. The new enterprise is to include 1,000 volumes, embracing every work of importance in the literature of the world, and the series is to be known as Every Man's Library.

The volumes are printed in clear type, on a specially made paper, which is almost as thin as India paper and absolutely opaque. It possesses many advantages that India paper lacks. By this means lengthy works are compressed into handy volumes. The size of the book is somewhat larger than the average classical reprint, being more of a library edition. The bindings are limp roan or cloth.

It would be impossible to enumerate even a fraction of the titles, but it might be explained that the library is divided into sections, as follows: Biography, children's, classical, essays and belles letters, fiction, history, philosophy and theology, poetry and drama, romance, science and travel.

As regards price, the leather edition, which will undoubtedly be the favorite edition in Canada, is sold at 2 shillings. Contrast this with the average 3s. 6d. classical reprint, and one wonders how it can be done. The sale of Every Man's Library in Canada is controlled by William Briggs, and advance orders to date have been exceptionally large.

THE E. H. HARCOURT CO., LIMITED.

IN one or two issues of Bookseller and Stationer there have been brief references to the E. H. Harcourt Company, Limited, Toronto, Canada. Bookseller and Stationer is now glad to be able to tell something more definite about the company and its president.

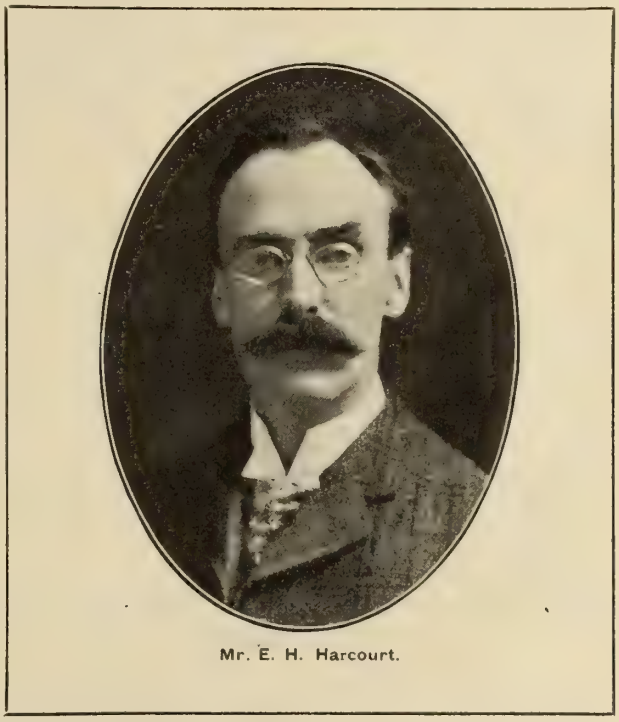
The E. H. Harcourt Company, Limited, was incorporated in October, 1905, as lithographers, printers, publishers and manufacturing stationers, and in November of the same year purchased the valuable and historic building and property at and adjoining 255 Wellington street west, Toronto. The interior of the larger portion of the building has been remodelled and work in this direction is still proceeding. The lot on which the building stands is 35x121 feet and the plans of the company are to erect a three-storey structure at the base of the lot, thus giving 12,000 square feet floor space in all. The lot adjoining, 56x121, will be utilized as occasion demands.

The advent of the E. H. Harcourt Company into the publishing and manufacturing stationery field is but another of the many instances which prove not only Canada's growth in general but Toronto's growth in particular. Yet while opportunity is usually the stepping-stone to successful industry, no company in this day of weighty competition could hope to pilot itself through on the strength of the country's growth alone. A new company must know its possibilities and limitations at the outset and be prepared to do things in the genesis of its career.

Just here the potency of the E. H. Harcourt Company lies. Instead of following in the beaten path the company will hew out a course of its own. A feature will be made of manufacturing specialties, such as tablets, exercise and scribbling books, note and drawing books, and all school blanks. The company now have presses going and a staff engaged turning out orders, and we are informed that samples will be ready shortly.

Mr. E. H. Harcourt, president of the company, is a man of large experience and ripe judgment. He has had an uninterrupted connection with the trade for a period extending over a quarter of a century. Yet he is just forty-two years of age—in the prime of life.

Mr. Harcourt commenced his "road" days before he reached his majority. He made his first trip for The Copp, Clark Co., Limited (then Copp & Clark) at the age of sixteen. The territory covered was the north and west—scattered enough in those days.



Mr. E. H. Harcourt.

Mr. Harcourt continued to travel, at intervals, for about ten years, all the while imbibing and assimilating that knowledge of trade and country now so valuable to him. In 1890 he made his first buying trip and in the same year was appointed manager of the stationery department, which position he held with credit to himself and satisfaction to the company for eleven years. In 1901 the managership of the manufactory was tendered and accepted and Mr. Harcourt continued to act in that capacity until his withdrawal to form the E. H. Harcourt Company, Limited.

The best wishes of friends and former associates and the confidence of the trade will be heartily extended to Mr. Harcourt now that he has entered into broader activities. And surrounded by capable, practical and far-seeing directors, the company of which he is the head should rapidly gain that measure of recognition due the enterprise and sagacity of its promoters.

THE
BOOKSELLER AND STATIONER
and Fancy Goods Review.

Published promptly on the second Wednesday of every month.

The MacLean Publishing Company, Limited
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Vol. XXII FEBRUARY, 1906. No. 2

NEW ADVERTISERS.

The Pictorial Post Card Co., Limited.
Ferd. Anthony Horle.
J. Beagles & Co.
Great Western Fixture Works, Inc.
Musson Book Co.
The St Louis Ginseng Co., St. Louis.
Jas. Smart Mfg. Co., Limited, Brockville.
Georg Geier & Garke.

STILL BOOMING.

LAST year many people were heard to proclaim that the picture post card business in Canada had reached its high-water mark. They prophesied a decline this year. They said it would be impossible for the craze to last much longer.

Five years ago a similar class of people were proclaiming that the post card trade on the continent of Europe had reached a climax. They, too, said the business would begin to fall off the following year. Were they right in their prophecy?

Returned travelers from Europe tell us that there is no apparent let-up in the volume of the post card trade in Germany, France and other continental countries, while in England it is as huge as ever. The ingenuity of thousands of artists, printers and publishers is being taxed to the utmost to keep the insatiable public supplied with novelties.

What is the natural inference? To us it seems that the croakings of the pessimists are unfounded and that the picture post card trade in Canada will flourish and increase for several years to come. The evidence up to the present time this year is overwhelmingly in favor of this belief. A large supply house in Toronto is authority for the statement that to date their sales have been three times in excess of the sales over any similar period in previous years. This is a splendid start for 1906.

* * *

Is your magazine counter well stocked?

* * *

KEEP CONTRACTS.

A FLAGRANT instance of modern business morality, as applied to the literal keeping of a contract to sell goods at a certain figure, recently came to our notice. A certain line of stationery sold through the jobbing trade at a listed price was cut by a weak-kneed house upon the insistence of a slick retailer.

This is but an example of modern complicated business methods, which as they become more varied, offer temptations to dealers to be dishonest without bearing the penalty. It is apparent that if the present case became general in the line referred to the manufacturer would solve the problem of the distribution of his goods in a different way. Probably this would first lead to the elimination of the jobber, to the detriment of the better class houses, who, although anxious for business, abide by the letter of their contract. Jobbers wilfully breaking prices of standard lines stand in their own light. Further, the retailer, once the jobber was eliminated, could only deal directly with the manufacturer, and the possibility of securing cuts would be out of the question. In fact, manufacturer, jobber and retailer alike suffer and nothing can kill a line so quickly as incidents of this kind.

Warnings respecting honesty are superfluous for the ordinary transgressions, like thieving, burglary, etc., where the legal penalty is swift and certain. It is modern business morality where the distinction comes in, and it seems, according to the many disclosures of frenzied finance in America, that the transgressor is only wrong when he is caught. In many insidious ways business morality is being sapped by modern slickness. An example like Marshall Field, who accumulated a vast fortune by business methods not only legally correct, but by legitimate methods approved by all honorable, high-minded, right-thinking men, shows that the golden rule ultimately brings its own reward.

* * *

Prepare for a stupendous trade in Picture Post Cards this year.

* * *

RETAIL CO-OPERATION.

MANUFACTURERS have solved the problem of the most economical distribution of their wares in almost every case by the assistance and co-operation of the retailer. In many cases they have gone still further by an expensive but judicious education of the consumer to ask for a certain line of goods, with the prime object in view of aiding the retailer to readily turn over his stock. To secure the best possible results from the efforts of the manufacturer the active assistance of the retailer is es-

sential. In a certain degree the retailer is the king of his business and his customers depend upon his say-so. Still it is recognized as folly to push other than well known lines, even if the profit on individual sale is higher. Usually advertised lines are of tested intrinsic merit and are disposed of so quickly that profits finally are much better.

It is in this particular that many firms complain, as retailers are not disposed to keep their stocks complete. Many times a demand is created that is not taken full advantage of. Some system is needed by every dealer to tabulate the inquiries for lines not stocked, or which he has run out of. If this is done for even a short period the necessity for constantly replenishing and keeping stocks complete will be apparent.

* * *

Read what Mr. Little says about vacations on page 42.

* * *

A NOBLE LIFE.

NOTHING in the life of the late Marshall Field is so striking as the respect which he was able to command even from his business rivals. It was said that in all his long career he never brought about the ruin of another man. When we consider that his wealth was estimated at $150,000,000, it is the greatest of all tributes to say that in the making of it he wronged no man and made no enemy.

It would be well for all successful business men if the same thing could be said about them. Even material success does not necessarily imply the ruthless crushing of every weaker man who may be in the way. "There is no sentiment in business" is one of the common phrases to excuse grasping, selfish aggression. We have seen it here in Canada; we see it every day. Yet the men who indulge in it are not the men to whom life is pleasant. Such men do not command the respect of their fellows nor the admiration of the public. In the amassing of their wealth they have lost the human qualities which alone make life worth living.

* * *

Read Mr. Martin's estimate of the value of the small advertisement on page 40.

* * *

ENCOURAGE TOURIST TRAVEL.

CANADA has become a great resort for tourists. During last year over 50,000 people were carried to Muskoka and Georgian Bay alone and three-quarters of these were Americans. This fact, with its possibilities, is of first importance to the retail merchants of the country.

Consider what it means in dollars and cents. We may fairly assume that the expenditure of each of the fifty thousand would be fifty dollars. On this basis the amount spent in Muskoka alone, including transportation, would be $2,500,000. Every trade profits directly from this; the visitors buy extensively of clothing, fur, cutlery, fancy goods, etc. When this same thing is going on all over the country it will be at once seen that the amount derived from this source is very great.

Merchants throughout the country should take energetic steps to support the railways in developing this tourist business. Few towns have not some Summer attractions which they could make known to the public. Wherever a share of this transient business has not been had in the past, the retail merchants of the towns should get together and devise means of attracting it. The benefit to be derived from it is both direct and indirect. In the first place tourists are liberal in their purchases and they pay ready cash. They come, too, at a time when ordinary business is rather dull so that trade from an outside source is all the more desirable. Indirectly merchants reap a great harvest from the fact that this large amount of money is left in the country. Somebody is getting it and every merchant will benefit eventually.

Much credit is due to the Grand Trunk, the Intercolonial and the Canadian Pacific railways for their success in interesting Americans in the beauty spots of Canada. They have brought much money into the country and have aided materially in its development. Organization among merchants in seconding these endeavors should be undertaken at once so that the coming Summer will exceed all previous ones in the number of visitors.

* * *

Keep a tab on the dates of publication of new books to be found on page 10

* * *

COMPROMISE ON TRAVELERS' TAX.

IN partial response to public opinion the Government of the Province of Quebec have reduced their obnoxious tax on commercial travelers from $300 to $100. Although this is a partial relief it does not cover the whole case. The objection which The Bookseller and Stationer has consistently made to the tax is that the principle is bad and detrimental to business. The burden is somewhat relieved by lessening the amount, but the unfairness is present just the same as before.

When the tax came up for unfavorable criticism some months ago, the Provincial Treasurer stated that the Government needed money and that this was a legitimate means of raising it. Whatever may have been the revenue to the province before, at its present figure it cannot yield a sum worthy of consideration. Why not make the surrender complete? We cannot believe that the Province of Quebec is willing to bear the reproach of raising up barriers to trade which have long been discredited by practically the whole world, nor that it is anxious to arouse the ill will of the enterprising countries who seek foreign business.

Mention need only be made of the resolutions of the British chambers of commerce and of Canadian bodies such as the Dominion Commercial Travelers' Association and the Canadian Manufacturers' Association, to show that intense hostility is felt. In fairness to her own merchants and to the merchants of Canada at large, we urge the Government of the Province of Quebec to consider still further this tax and complete the good work which has already been begun.

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Price 3d. each.

Hand Coloured Cards— Price 3d. each

WHOLESALE and EXPORT

THE RAPID PHOTO PRINTING CO., Limited

4 and 5, Bridgewater Square, Barbican

LONDON, E.C., - ENGLAND

PICTURE POST CARDS

THE RAPID PHOTO PICTORIAL CARDS.

THE RAPID PHOTO PRINTING CO., LIMITED, 15 Bridgewater Square, London, England, have forwarded to The Bookseller and Stationer their latest catalogue. It is a most comprehensive little book of 48 pages, arranged in catalogue fashion.

This firm publish all the ordinary kinds of pictorial post cards, but in addition to this they have many cards, the superiority and excellence of which mark this firm as one of the most progressive publishers of this line of goods.

Amongst others, there is to be found a charming series of "Cameo" photo post cards. These are real bromide photographs of various celebrities, for the most part actors and actresses, bas relief and backed. Some of this series are hand colored most artistically. These sell at 8 cents each and cost 32 shillings per gross; the uncolored ones, the bas relief effect of which is most life-like, sell at 6 cents each and cost 24 shillings per gross. Another "Cameo" post card, published at 12 cents each, costing 48 shillings per gross, is one representing royalty, bas reliefed and hand colored with tinsel decoration.

On page 2 of the supplement there is mention of a line of "Greeting," "Name" and "Exclamation" cards. These, in brown glossy effect, are published at 4 cents each, costing 16 shillings per gross. They are very pretty productions, the letters of each word being adorned with numerous actresses' heads. Another hand colored set is one of actresses in a "new process silverprint." These are highly glossed and sell at 6 cents each, costing 24 shillings a gross.

The Rapid Photo Printing Co.'s sets of matt bromide cards, selling at 4 cents each; "Alphabet" series, and "Sports and Pastime" series, with glossy surface, deserve mention on account of their excellent finish.

"The Nation's Pictures" series, although selling at only 4 cents each, or 16 shillings per gross, might be called small works of art. They are real photographs, plate sunk, and bearing artist's name, title, and place where the pictures are exhibited. They include the works of such masters as Millais, Landseer, Rosa Bonheur, Webster and Orchardson.

To those mentioning Bookseller and Stationer, the Rapid Photo Printing Co., Limited, will be pleased to send a copy of their catalogue.

UP-TO-DATE.

J. BEAGLES & CO., 10 and 11 Little Britain, London, England, have gotten out, amongst their other new lines, 126 new designs of their "Celebrity" series of photo color post cards.

At the present time their extensive range of cards in bas relief, modelled from life, spangled and jewelled, are meeting with a very large sale. These represent royalty and prominent members of the aristocracy and theatrical profession. J. Beagles & Co. have also a very attractive set of cards in lime light effect, which is certainly novel and pleasing to the eye. These are real photos colored by hand.

Another line which is very popular is their series of Christmas greeting and birthday cards. These are real photos, glossy brown toned, and are very extensive in range, bearing floral designs, clasped hands and photographs of various designs, each having a few words of suitable greeting. Another of the J. B. & Co. series is a set of flower and animal studies, real photo, glossy brown tones.

J. Beagles & Co. are one of the leading post card firms in London, and they are responsible for many novel ideas in the form of pictorial post cards. They are quick to take advantage of passing events, and scarcely a "happening," social, political or theatrical, occurs without affording them material for new productions. They have gotten out a very comprehensive 40-page catalogue, wherein are set forth their various series, and every post card dealer may have one for the asking.



Miss Gabrielle Ray.
J. Beagles & Co. Series of Actresses.

THE EMPIRE SERIES.

THE PICTORIAL POST CARD CO., LIMITED, 15 Red Lion Square, London, England, are amongst those publishers of pictorial cards on the other side of the water who are making a strong bid for Canadian trade. In order to give Canadian dealers a good opportunity to become acquainted with their various lines, they have made a careful selection from amongst their

numerous cards. These, to the number of 416, they have made up into a sample package for Canadian inquirers. They include actresses in bromochrome, hand-colored and real photo processes; four sets of child studies to retail at 5s. 6d. a gross; a most amusing set of stock exchange quotations; British warships, and a set of cards representing various views of Egypt.

The Pictorial Post Card Co., Limited, will be glad to send their catalogue of latest productions to all mentioning Bookseller and Stationer. This is a pamphlet of some 10 pages, setting forth in detail all the cards published by this firm. Amongst others, mention is made of actresses in six different processes; country views in chromo and photorette of nearly all the leading British towns and places of interest; an extensive range of London views in chromo, collotype and photorette; and a vast assortment of fancy and comic cards. This firm are also established at Manchester, Plymouth, Birmingham and Leipsig.

SOME GOOD THINGS FROM EUROPE.

BY the courtesy of Frankel & Co., 245 Shaftesbury avenue, London, England, Bookseller and Stationer is able to draw the attention of Canadian post card dealers to four exceedingly high-class productions, such as should appeal to those who are looking for cards of really artistic merit and finished workmanship.

The first set, which is said to be the latest novelty in this line of business, is a very fine "metallic lustric" card, for which Frankel & Co. have secured the monopoly for Great Britain and Canada. It is printed in colors after the fashion of ordinary chromes, but in addition, there are added two layers of bronze, which have a most charming effect. These cards can be printed from customers' own originals and should be ordered in lots of not less than 5,000.

Another of Frankel & Co.'s productions, which is altogether out of the common, is a brome tone card, highly glazed, with gelatine surface. Already 36 photographs of the leading stage celebrities have been taken, and more are expected shortly. So perfect is the workmanship of these cards that it would require an expert to detect that they are not real photographs hand colored. Being, however, in reality done by a patent machinery process, they can naturally sell these at a comparatively lower price.

A third group which deserve notice are several studies of children's rural life and similar subjects. These are very pretty bromide cards carefully hand colored, the whole effect of which is very pleasant and artistic.

Frankel & Co. are general export agents for some beautiful hand-painted cards. These all emanate from an academy of capable German artists, and should appeal to all those who have a taste for hand-paintings. The range is very extensive, and the workmanship superior. A somewhat similar production is a line of hand-painted initial cards of unique designs.

Although this firm produce such high-class works as those just mentioned, it might be remarked that they handle also the cheaper and more common ones in large quantities. Their comics are amusing, without being vulgar, and their ordinary chrome cards are of very fine finish. Elsewhere will be found Frankel & Co.'s proposition for Canadian dealers all over the Dominion. When ordering cards or sending negatives for reproduction, please mention Bookseller and Stationer.

NEW LINES AT COPP, CLARK'S.

VALENTINE cards disposed of, it is time for dealers to specialize on Easter cards. Of these The Copp, Clark Co. have a plentiful assortment, numbering some 37 different cards. These show flowers, chickens, children, storks, and all the other conventional designs.

SOUVENIR CARDS

New Arrivals — Jewelled, Name, Glossy, Hand-Painted, etc., etc. — Beautiful Goods. Try a $2.00 (or more) Assortment.

BUTTERFLIES $1.10 doz., quick sellers.
COMICS—60c., 75c., 90c. and $1 a 100.
ASSORTMENTS at $1, $2, $3, $4, up to $100.
Handsome Display Stand free with $25 orders.
100,000 BARGAIN ASSORTMENT
to clear at $7 a 1000. Big variety and big profits.
CALENDARS—Elegant line to clear at $10 a 1000, $1.25 a 100; were $50 a 1000. Samples 10c.
Get in touch with us and make money.

W. R. ADAMS - - 401 YONGE ST., TORONTO
PHONE MAIN 953.

W. G. MacFarlane

Picture Post Cards, Souvenir View Books and Burnt Leather Novelties

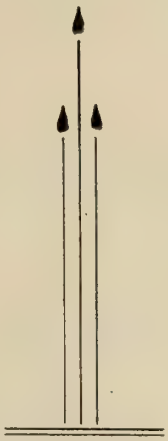
72 Bay Street
TORONTO

Special Post Card Rack Proposition. A Post Card Rack free of charge with a $25.00 order for our stock lines of View, Fancy, Comic, Real Photo and Actress Post Cards. This Rack has a metal base and metal rod, is a revolving Display Rack with four wings and displays seventy subjects. Send for Circular of this proposition.

Our New Catalogue devotes forty pages to our Picture Post Cards, Souvenir View Books, Burnt Leather Novelties, Post Card Racks, Post Card Albums and various novelty lines. It is finely illustrated and no one who handles Post Cards should be without one. Our Post Card Assortment is the largest in Canada. Let us send you a Catalogue with our compliments.



WE specialize in producing **COLOURED PICTORIAL POST CARDS** from **Customers' Own Photographs** in our Gold Medal Patent Process. These **Special Post Card Orders** are executed in four weeks from receipt of prints, and the quality is the best in the market. We have a very large plant for this particular branch of printing, and everything we sell is **manufactured by ourselves.**



Write for quotation and trade Catalogue. Minimum quantity for special orders is one thousand of each print.

MILLAR & LANG, Limited

Darnley Street and Forth Street
GLASGOW

49 Queen Victoria Street
LONDON, E.C.

REAL PHOTO **"CELEBRITY" SERIES**

OF PICTURE POST-CARDS

YOU SHOULD SAMPLE OUR CELEBRATED PENNY PHOTO-COLOUR CARDS.
126 NEW DESIGNS. BEAUTIFUL ENGLISH ACTRESSES.

TWOPENNY SILVER-PRINT AND GLOSSY BROMIDE SERIES

We have 5,000 designs of Famous Actresses in latest Characters, comprising: New Glossy Photo Cards, New Bromide Cards, New Novel Spangle Cards, New Luminous Pearl Cards, New Jewelled Cards, New Cloth of Gold Series, New Bas-Relief Cards, New Photo-Colour Cards, New Crayon and Gold Cards. The most up-to-date and largest collection in England Royalty, Clerical, Theatrical, Musical, Literary, and other Celebrities. Fine New Selection of Actresses.

☞ Special attention given to Export Orders. Write for New Catalogue.

J. BEAGLES & CO.

Wholesale and Export Manufacturers and Publishers

9, 10 and 11, LITTLE BRITAIN, LONDON, E.C.

Imperial Series Postcards

To the Trade:

Write Quick for Samples and Prices.

WE LEAD IN

Black and White

Our Colored Cards

STAND ALONE

MONTREAL TORONTO QUEBEC
OTTAWA HISTORIC SPORTING
FISHING HUNTING
NORTHWEST SCENES

ALBUMS and **RACKS**

Always adding to our already well-assorted stock.

The Picture Postcard Co.

P.O. Box 334, OTTAWA, ONT.

THE CARDINAL SERIES

Pictorial Postcards

English Castles, British Warships (produced in England), Real Japanese, Norwegian, etc., Postcards.
Japanese Albums and Stamps.

Postcard Albums

FERD. ANTHONY HORLE & CO.

8 St. John's Lane, London

CASH OR THROUGH LONDON SHIPPERS

GUN METAL POST CARD UNIT HOLDERS



Each metal unit holds 30 cards. Can be used separately or in groups. Made to attach to each other, to display as a hanger or stand as an easel. Permit of most effective displays on counters, walls, rods, show cases. Made of our famous gun metal.

$5.00 *PER HUNDRED* ORDER AT ONCE.

Ask for our Catalogue, which shows complete line of post card display racks.

S. Heineman, Pres *GREAT WESTERN FIXTURE WORKS*
C. B. Morrow, Sec.-Treas. *195-9 5th Ave., Chicago, Ill.*

More A. H. Comic POST CARDS sold

THAN ALL OTHERS COMBINED

Because The Designs are clean, clever, funny. They are made to comply with the people's taste.



My proposition of
1,000 Assorted Cards
and this
METAL DISPLAY STAND
for
$10.00

STILL HOLDS GOOD.

If you are not yet supplied order at once. 100 different cards in this assortment.

Leather Cards

Will have a big sale this season.

I MAKE THE VERY BEST
$3.50 per 100

Name of town burnt on **FREE** in 100 or larger lots.

ALFRED HOLZMAN

Largest Post Card Publisher in United States

340 Dearborn St., CHICAGO, ILL.

RETURNED
MAR 19 1906

In plain black and white they come at $1.50 per 100, and in hand colored $3 per 100. In addition they have a full range of English Easter cards, issued in connection with Hill's "For the Empire Series." Last year there was a dearth of Easter post cards, but this year The Copp, Clark Co. assure the trade that they will have a sufficiency.

To the Art Series, The Copp, Clark Co. have added several new numbers during the past few days. There are several more American city girls, a set of chicken cards, and novelties in the way of telegraph post cards. These are reduced fac similes of telegraph blanks, with appropriate messages written out on them. The Art Series now numbers 93 different cards.

To assist dealers in selling cards The Copp, Clark Co. have imported two cabinets, the Crown and the Marlborough. The former contains 378 well-assorted cards, and sells at $5, the cards only being charged for. The latter contains 189 assorted cards, and is priced at $2.50 each.

Post card albums will be in tremendous demand this season. The German manufacturers are straining every nerve to keep the market supplied. The Copp, Clark Co. have a reliable source of supply and will be able to fill all requirements.

NEW SERIES AT WARWICK BROS. & RUTTER'S.

THE Name Series consists of thirty-eight different boys' and girls' names in black and white. The letters are filled in with heads of pretty girls.

In the Canadian Comic Sport Series are to be found ten subjects, taken from original paintings by C. Jeffries. These picture snowshoeing, football, curling, lacrosse, tobogganning, canoeing, hockey, baseball, motoring, and bridge.

The Canadian Outdoor Life Series consists of 12 subjects by C. M. Manley, viz., golf, skating, tobogganning, riding, shooting, canoeing, coaching, hunting, snow shoeing, and motoring.

The Portrait Series is a high-grade series of real photographs of beautiful women, which sell at 10 cents each. Set one consists of a great variety of hand colored cards with tinsel ornamentation. Set two consists of genuine bromide silver photos in colors. Set three shows iridiscent effects, and set four comprises fancy figures and heads in hand colored bromides.

HANDSOME FRAMES.

FIFTEEN different styles in frames for picture post cards are shown by Warwick Bros. & Rutter, Limited. The frames are of wood, and will hold one, two, three and four cards. The majority come in dark finishes, with board and photo-mount mats. A few are gilt frames, with and without gilt mats. Colored cards look particularly attractive in these frames, which sell at surprisingly low prices.

LUDICROUS CARDS.

EXTREMELY ludicrous are the post card creations of the inimitable portrayer of human nature, Tom Browne, R.I. The sets showing "Seaside Comforts," "Billiards Made Easy," "Our Servants," "What is Home Without a Plumber," "Spring Cleaning," etc. are desperately amusing. The cards are produced in colors and bear the imprint of Davidson Bros., London They are handled in Canada by The Copp, Clark Co., Limited.

DO YOU REQUIRE PICTORIAL POST CARDS?

1906 -- ***NOVELTIES*** -- 1906

Our Special Offer!!

In order to create a still greater demand for the famous **"Star Series"** of **Pictorial Post Cards** throughout Canada, we have prepared an

Assorted Sample Parcel

comprising Actresses, Comics, Celebrities, Children Studies, Views, Animals, etc., etc.

360	Splendidly Assorted Cards for -	$3.00
180	" " " -	1.50
Retail value of $3.00 parcel - - - - -		9.50
" " 1.50 " - - - - -		4.75

Our Sample Parcels are sent carriage paid and will be dispatched March 15th, April 1st, 1906

ORDER AT ONCE! SEND MONEY ORDER!

Please Note that as we issue these parcels **as samples** and not **for profit,** we can send only **one parcel** to **each customer.**

PRINTING OF PICTURE POST CARDS!!

QUESTION:

WHO IS THECHEAPEST AND BEST PRINTER FOR POSTCARD PUBLISHERS?

ANSWER:

Frankel & Co.

FINE ART PRINTERS AND PUBLISHERS

245 Shaftesbury Avenue, Corner of New Oxford St.

LONDON, W. C., ENGLAND

WRITE AT ONCE!

For samples and prices, stating number of views and quantity of each subject required.

The "EMPIRE SERIES" PICTORIAL POST CARDS

We have prepared a special

SAMPLE PARCEL

FOR CANADA

416 Cards for 13/6 ($3.80). Retail value, $10.20

SEND AT ONCE
AND CONVINCE YOURSELF

We send you with Sample Parcel, Catalog and Free Samples for Cards after Own Photos. We are Experts and Known as the Cheapest and Largest Post Card Publishers and Printers.

The Pictorial Post Card Co., Lt'd

15 RED LION SQR.,

Teleg. Ad.—"Bromochrome," London.
A B C Code used.
Telephone—8142 Central.

LONDON, W.C., ENGLAND

Picture Post Cards

Have you Published Your Own Series?

If not— Take the matter up at once, there is money to be made everywhere if you have the *Right* views reproduced in the *Right* way.

If you have— Convince yourself you are getting the best value for your money. We have made a special study of reproducing local views in colors or black and white, and accept only such views as will maintain the popularity of the Picture Post Card.

OUR——

"OCEAN TO OCEAN"

Series of Canadian View Cards are welcomed and appreciated the world over, because they include only the *Best Views* reproduced with the *Best Workmanship.* Order a sample box of one hundred different cards.

ALSO

Indian Subjects Leather Cards Relief Effects
Write Aways Comics

SAMPLES AND PRICES FROM

Warwick Bros. & Rutter Limited

Publishers of Picture Post Cards

TORONTO

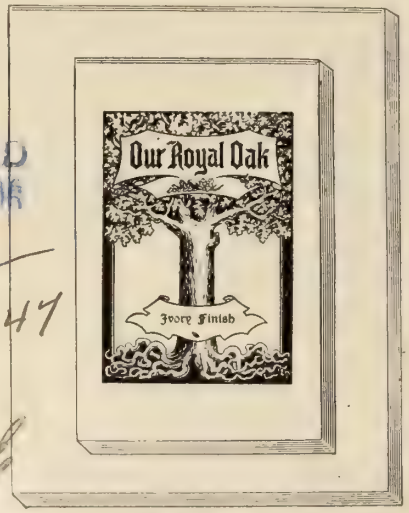
HERE AND THERE AMONG THE JOBBERS

Personal information for the guidance of buyers of stationery and fancy goods, especially procured by "The Monthly Visitor."

W. J. GAGE & Co. are continually bringing out new lines of stationery to meet the ever-increasing demand, and one of their latest productions is a series of mourning papeteries, put up in attractive boxes containing twenty-four sheets and twenty-four envelopes, which can be retailed very profitably at 25 cents. These boxes are filled with first-class stationery in the regular octavo size, and are made in narrow, middle and broad borders. A good black-bordered papeterie to retail at 25 cents is something the trade have been looking for. There have been some boxes of this description put on the market, but they have not contained the full complement of twenty-four sheets and twenty-four envelopes. Samples and prices will be cheerfully furnished by the firm upon application.

* * *

Still another new tablet has been just issued by Gage & Co. with the title, "Royal Oak Tablet." This is one



New Tablet.
W. J. Gage & Co., Limited.

of the most attractive tablets they have issued as yet. It is made with an enamelled cover in gold and colors, detached blotter, and the stock is superfine white wove velvet finished paper. This tablet comes in the full range of sizes, viz., ladies' note, ladies' letter, large octavo note, large quarto letter, and ruled and plain in each. The octavo sizes can be retailed at 10 cents and the quarto sizes at 20c. This tablet is one of the best in their series, and can be recommended to the stationery trade.

* * *

Warwick Bros. & Rutter, Limited, have just ready invoice and staple tablets, padded with Johnson process or without. They come either with or without cover. They also show a new line of better-grade foolscap tablets to retail at 25 cents, with journal and ledger ruling. These are called Official Extra.

* * *

In the multitude of lines carried by well-stocked stationery stores there is none that is in more constant demand than leather memorandum books. The Brown Brothers, Limited, are making an excellent showing in this class of goods. Their range of leather memorandum



Open End Memo. Books. Refil Memo. Books.
The Brown Bros., Limited

books covers the field completely, starting at the very smallest vest pocket memo. up to the large size price book of 300 pages, and in size 9x6. Their full line comprises over 150 sizes and styles.

The "open side" or "price book" series as shown in cut is made in six sizes, six thicknesses, two qualities of paper, five rulings, four bindings. It can, therefore, be readily seen that almost any style of book may be supplied at short notice.

The "open end" or "oblong" series is made in five sizes as shown in cut, three rulings, two bindings. The

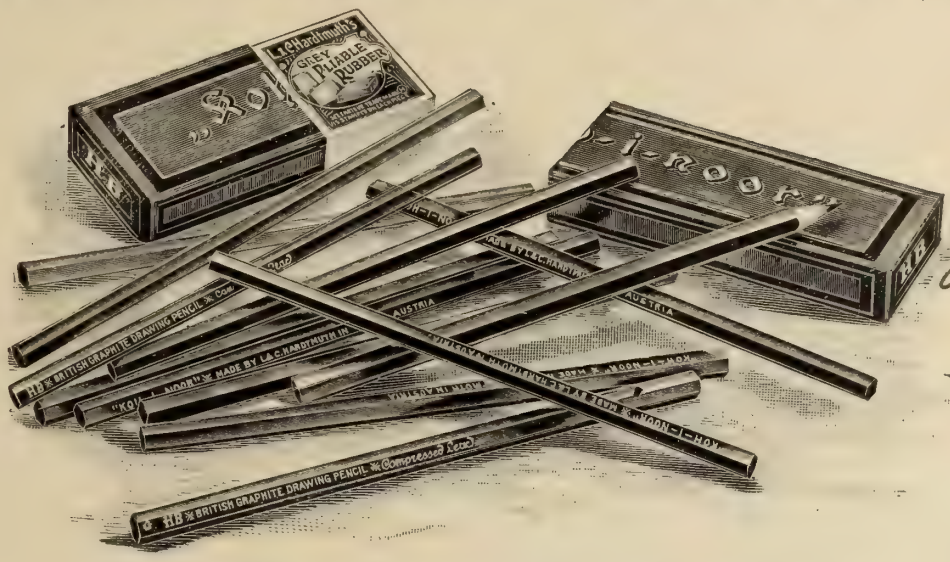


Open Side Memo. Books.
The Brown Bros., Limited.

thickness is usually 60-leaf, but variation from this thickness may be had if desired.

The "refil" or "loose cover" line is one of the Brown

"KOH-I-NOOR" Pencil Talk



RETURNED
MAR 14 1906
To Montreal
Cat Book 44
page
W. L.

INTERESTING DETAILS

The phenomenal sale of "KOH-I-NOOR" Pencils—an Austrian product—in the United States and Canada within a few years of their introduction has bewildered American Manufacturers.

It hasn't been a matter of "low-priced foreign labor" either—far from it, the pencil came to the market at almost double the price of any that had previously been sold and yet those first judges of pencil quality—the Architects, Engineers and Draughtsmen—adopted it immediately.

The price in fact was so much higher than other makes—that retail dealers felt that the demand would stop there—the public had never been formerly known to buy the same pencil as the Draughtsmen used, but—the public had never known such a pencil, that was the reason.

To-day the public uses it.

Note the number of bright yellow polished pencils in use to-day compared to some years ago. They are either "KOH-I-NOORS" or imitations, for the popularity of the "KOH-I-NOOR" has driven every manufacturer to the making af a yellow imitation.

Yellow is the "KOH-I-NOOR" color.

Roughly speaking, these pencils cost the consumer twice as much as what is called an "ordinary" lead pencil, but—they last four and a half times as long and every inch of them is pure and perfect satisfaction.

The reason why :—

The lead in a "KOH-I-NOOR" pencil is compressed—intensely condensed—and that secret process of manufacture is what has made the "KOH-I-NOOR" famous. It outlasts others. It is smoother.

The best evidence of this success is its number of imitations ; not only has the color been imitated, but the very style of lettering and phrases have been copied.

We have the only complete stock of **L. & C. HARDTMUTH'S** goods that there is in Canada.

"KOH-I-NOOR" Pencils ***Mephisto Pencils***
Pliable Rubber ***Artists' Leads***
Colored Crayons, etc., etc.

We have just issued a new price list and our Salesmen are going out with samples of the full line—and, as usual—in conjunction with

Waterman's Ideal Fountain Pen

L. E. Waterman Company of Canada, Limited

136 St. James Street, MONTREAL

We Have Been Asked the Question

"Why do you claim 'Kohinoor' Pencils to be the Standard Pencils of the world?"

We will tell you:

BECAUSE of their SPLENDID QUALITY.

BECAUSE every sale makes a pleased customer.

BECAUSE they NEVER become "dead" stock.

BECAUSE they are worth their cost ALWAYS.

BECAUSE they suit every purpose of a pencil, being made in 17 degrees.

BECAUSE a dealer can ALWAYS suit a customer with "Kohinoor" Pencils, and rarely can with others.

BECAUSE dealers don't have to carry a stock of thousands of slow selling pencils. KOHINOOR Pencils SELL QUICKLY, and without special effort on the dealer's part.

BECAUSE it pays to handle and be identified with such high class goods.

We can give more reasons, if necessary, and we believe other dealers can too.

McFARLANE, SON & HODGSON
Wholesale Stationers
MONTREAL CANADA

Brothers' big lines. The covers are all made by first-class pocket book makers in Brown Bros.' own factory, which fact is a guarantee of good quality. The "refil" comes in five sizes, as shown in cut. The fillers are always in stock and as every stationer carries these books it is always possible to get a new book, no matter what part of the country you may be in.

* * *

Buntin, Gillies & Co., Limited, have added some new lines to their assortment of tablets that are very attractive. The covers are right up to date and the paper is the same as that used in their most popular lines.

* * *

The latest in board clips is what is known as the railroad file, because it is used almost entirely in railroad offices. In place of springs for holding the papers to the board, the file is provided with a screw clamp, which makes any slipping of papers entirely impossible. Warwick Bros. & Rutter, Limited, are handling it.

* * *

The illustration of L. & C. Hardtmuth's propelling pencil is inadequate, as it of course fails to bring out a distinguishing feature, that besides a propelling pencil it is also a repelling one. A simple twist forces the lead outwards and the reverse repels it. This is an innovation which has obvious advantages and is appreciated by all. It is a Koh-i-noor and comes in two lengths, a lower vest pocket size to retail with a generous profit at 35 cents, and the ordinary length to retail at 40c. It is, to be sure, filled with Hardtmuth's lead. Copying lead users will find this pencil indispensable, as its adjustment absolutely prevents soiling. Retailers interested in any of L. & C. Hardtmuth's specialties can obtain a list upon application to the L. E. Waterman Co. of Canada, Limited, 136 St. James street, Montreal.



RETURNED
FEB 27 1906

* * *

Gage & Co. in this issue call special attention to the "Swiss Lawn" initial papeteries. These will be made with all the letters of the alphabet except Q, U, V, X and Z. This line of initial stationery, which the trade can retail at 25 cents with a good profit, is sure to meet with a large sale, as it has been difficult to supply a full sized papeterie with cloth finished paper, embossed with initials, at this figure heretofore.

* * *

Warwick Bros. & Rutter's new line of canvasboard notes and receipt forms is complete, comprising twelve different sizes from the small pocket to the largest office receipt form. They have also just completed another supply of full-bound canvas pocket memo books to retail at 15 cents. These come in four sizes and two rulings. Their canvasboard blotters, which have not been procurable since September, are also ready for delivery.

* * *

The Lemon copying book is the name of Warwick Bros. & Rutter's new letter book. The paper is made in a light yellow or lemon shade, which makes the copies from typewritten letters all the more legible by contrast. The books contain either 500 or 1,000 pages.

* * *

A new proposition is the individual vest pocket time book for workmen. It is ruled and printed specially for keeping track of hours and wages. It sells at 5 cents retail. For the employer, the monthly or weekly time book, just out, is very useful. It is bound in foolscap size, limp board cover and is cheap at 35 cents, which is the retail price.

* * *

The yellow finish is quite the rage just now in pencils and penholders. Warwick Bros. & Rutter, Limited, show a series of four "all yellow" penholders. No. 1 is the Flexo, an anti-nervous, tireless holder, with flexible tip of vulcanite. No. 2 has a pure rubber corrugated tip. No. 3 has a solid vulcanite tip, which expels the pen when necessary, and No. 4 is a plain straight tapering holder.

* * *

Warwick Bros. & Rutter, Limited, have again in stock their old favorite milkman's account book in heavy leather binding.

* * *

Samples of all the newest and most up-to-date designs in Christmas cards, etc., for 1906, which the English manufacturers usually have ready about April 1, will be in the hands of Buntin, Gillies & Co.'s travelers about the latter part of the same month.

* * *

The latest contribution to standard notepapers is Naples Linen, a product of the manufacturing house of Warwick Bros. & Rutter, Limited. They state that it is undoubtedly one of the best hits they ever made, it having caught on far better than they anticipated. Naples Linen is a high-grade paper, with a slightly different finish from the orthodox linen face papers. It is made from an exceptionally wide dandy and is neatly packed and banded in quires. The envelope is the new wallet cut in standard regent size.

* * *

Buntin, Gillies & Co., Limited, are finding a ready sale for their Diva copying pencil, a new line that they had made specially for themselves. Each pencil is finished with a nickel cap and also a point protector, making it a very complete article for 5 cents.

* * *

Among recent stationery importations of Warwick Bros. & Rutter, Limited, is Newton Deckle Edge Linen. This is a very choice English product. The paper is handmade linen faced with deckled edges. Warwick Bros. & Rutter are also ordering it in papeterie form.

MORE DENNISON SPECIALTIES.

ANOTHER new idea lately marketed by this firm is an embossed initial seal which will permit every young lady to have such a luxury without any attendant paraphernalia of wax, seal, etc. The retail cost is infinitesimal and the work is in keeping with the general excellence of Dennison's lines.

An electric lamp shade in the form of a tulip, made from their crepe paper in a rich red shade, with green leaves, gives an artistic setting to the home and has been employed successfully by many storekeepers in their window displays. The effect needs to be seen to be appreciated. Particulars of any of these lines will be gladly given upon application to their Montreal office, 121 Coristine building.

THE WAVERLEY SERIES OF PENS

NOW OF UNEXCELLED QUALITY

Imported by all the Leading Stationers

Every Stationer finds satisfaction in stocking MacNiven & Cameron's Pens. They do not lie on the shelf. They are the renowned "BOONS and BLESSINGS" which are asked for everywhere. Their quality is irreproachable and they are asked for again and again.

THEY SUIT EVERY HAND. They include turned-up, turned-down, indented, oblique, square and round points.

Sample Cards and Price Lists sent by return mail.

MacNiven & Cameron, Limited
Waverley Works, EDINBURGH

"ROB ROY" PENS

SOLD BY ALL STATIONERS in 6d., 1/- and Gross Boxes



This series of Pens is made of the same material, by the same tools, by the same process and at the same Works as the series of 'Waverley' Pens which Hinks, Wells & Co. have for 30 years and upwards (prior to Sept., 1901), manufactured for and supplied to the Proprietors thereof.

HINKS, WELLS & Co., Birmingham, Eng.

FINE LEATHER GOODS



MANICURE SETS

Hand Bags, Writing Cases,
Cigar Cases, Desk Sets,
Music Rolls, Etc., Etc.

MANUFACTURED BY

C. F. RUMPP & SONS Established 1850

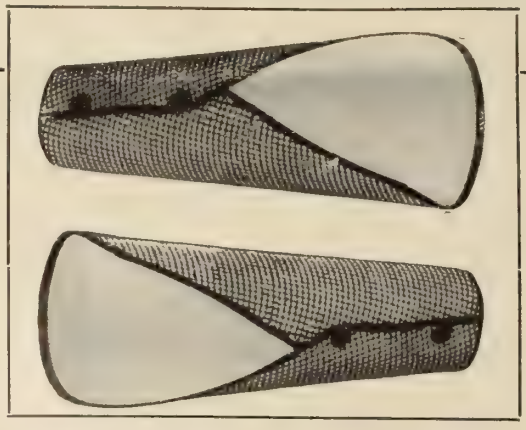
PHILADELPHIA, U.S.A.

NEW YORK SALESROOM: 683 and 685 BROADWAY.

CHICAGO SALESROOM 35 RANDOLPH ST.



DRESSING CASES



"Merit Quality" Sleeve Protectors

With practicability, sightliness and convenience combined in their "make-up." Cheaper protectors exist—but they exist for a short time only.

"Merit Quality" with ordinary care wear for years.

An Essential in the office.
A Convenience in the home.
A Comfort behind the counter.

One week's wear will pay for the protectors in the laundry bills they save. Tidy, Durable, Light in Weight, and Handy to adjust.

Boxed, 2 dozens. Special price in gross lots.

Retail at 25c.

The Kelk-Sutcliffe Co.
Successors to F. & E. W. KELK
76 York St. below King **TORONTO**

HIGGINS' INKS AND ADHESIVES



The Higgins' Inks and Adhesives are in a class by themselves. They are the best goods that original thought, conscientious workmanship and sustained high ideals can produce. They are largely imitated but never equalled. They give unvarying satisfaction to consumers and dealers, and every unit is backed by our absolute guarantee. PRICE LISTS AND DISCOUNTS ON REQUEST.

CHAS. M. HIGGINS & CO., New York—Chicago—London
Originators and Manufacturers Inks and Adhesives
MAIN OFFICE, 271 Ninth St.
FACTORY, 240, 244 Eighth St., } **BROOKLYN, N.Y., U. S. A.**

MONTHLY REPORTS FROM TRADE CENTRES

MONTREAL.

Clearing Sales Make Active Trade—St. Valentine Day Sales—Gossip in Trade Circles.

Office of BOOKSELLER AND STATIONER,
232 McGill Street, Montreal.
February 10, 1906.

PRE-INVENTORY sales were judiciously pushed throughout January, preparatory to stock-taking day the end of the month, and in most cases sale results proved satisfactory. Price-cutting served to clear many undesirable lines of books and essentially holiday stationery, as well as the many specialties indulged in by the book and stationery stores of the city. The continued mild weather really promoted trade in these lines. as shopping could be done without discomfort. After inventory day the usual procedure of bringing out lines brought to light in this way, was indulged in, and the bargain giving merrily continued.

* * *

Preparations for St. Valentine's Day sales were made early and window displays and interior table decorations were of an artistic nature. The class of goods available to-day is unusually dainty and chaste, and judging by the crowds around these tables, the interest in this period shows no sign of abating. In fact, the matter rests entirely with the retailer and his efforts always keep up the interest in such events. St. Catherine street stores reported an active trade, although the department stores seemed to cater for the bulk of the business.

* * *

Every store is making a big bid for magazine business, and new fixtures and ideas are being installed continually. The main idea is to show the goods as prominently as possible at the front of the store. The window display of The Busy Man's Magazine by F. E. Phelan created a great deal of comment and promoted the sale of this new venture in a remarkable degree. The Harmsworth Self-Educator has also secured the active co-operation of the trade and sales are satisfactory. The book and stationery trade is gradually forging ahead in the sales of magazines and gives the newsdealer much trouble to keep up his end.

* * *

The social season is being catered to by most of the stores, and playing cards, tally cards and all requisites are displayed in a wide variety. The picture post card craze is given new zest by the arrival of new subjects continually and the end of innovation never seems in sight. Every field has been explored to give life to a trade which shows no signs of diminishing. The political series is now having quite a run and new comics are well taken hold of.

* * *

Among the old favorites in fiction "The House of Mirth" and "The Conquest of Canaan" still remain at the head of the list. "Foolish Finance" is a new arrival in smart fiction and the style rivals the eloquence of Thos. W. Lawson. New books well spoken of include "On the Field of Glory," "Ben Blair," "Peter's Mother" and "Vivien." The use of steel pillars in window displays along with glass shelves gives a great deal of space available in a small window and they have been taken up by many stores.

"Materialism," by Craig Ruie, is a successful publishing venture of E. M. Renouf, St. Catherine street, and he reports sales as satisfactory. In the realm of biography, travel and history, "Lord Randolph Churchill" and "Mrs. Fitzherbert and George IV" have had a phenomenal sale for this class of literature.

* * *

Mr. F. E. Phelan, proprietor of the well known St. Catherine street bookstore, has returned from an extended trip to the West Indies, by way of New York. Mr. Eugene Phelan, his brother, of the Canada Railway News Co., accompanied him.

* * *

Stock has been taken in the store of William Drysdale & Co. and the business is now offered for sale.

G. E. F.

TORONTO.

The Trade in Valentines—Some Personal Paragraphs—Trade Generally Good.

Office of BOOKSELLER AND STATIONER.
10 Front Street East, Toronto.
February, 10, 1906.

VALENTINES of all kinds have been on sale all the past week and the valentine counters of the various stores selling these lines have been well patronized. The sale has not been confined solely to the orthodox valentine, but pretty gift books, tied with ribbon, and appropriate pictures have been in extensive demand.

* * *

Toronto has been very gay socially of late and there have been numerous dances, card parties, dinners and other functions. Naturally there has been an active demand for invitations, cards, programmes and all the other accessories.

* * *

Trade in general during January has been satisfactory. There has been a steady demand for books, stationery and magazines. At the time of writing the valentine trade is quite active.

* * *

Mr. H. Bell, of the Consolidated Stationery Co., Winnipeg, passed through town on the 5th inst. en route for New York.

* * *

Mr. R. O. Smith, of Orillia, called on the trade in Toronto this week.

* * *

Miss Hattie Tweedie, of Moncton, N.B., has been in town during the week. She called on many of her old friends. Miss Tweedie is very fond of Toronto and comes west at least twice a year. No one gets a heartier welcome here.

* * *

William Tyrrell & Co. had a window full of The Busy Man's Magazine on January 29 and subsequent days, which attracted no little attention.

* * *

Mr. E. C. Walker, of the Methodist Book & Publishing Company, will not make his usual western trip this year.

W. A. C.

In both San Francisco and Chicago the L. E. Waterman Company are removing into larger premises. The former branch is now located at No. 18 Geary street, and the latter is in Room 502, the Republic Building.

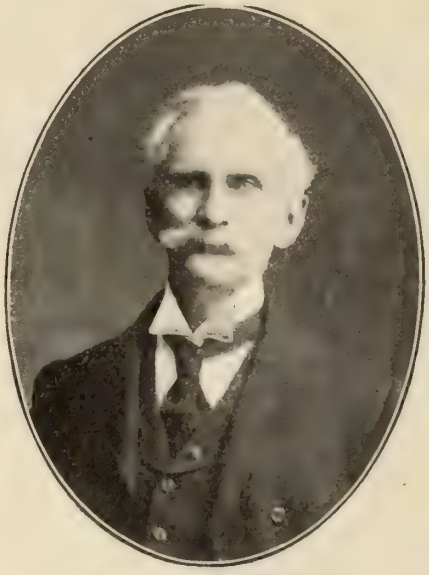
OUR PORTRAIT GALLERY

OLDEST RAILWAY NEWS AGENT IN AMERICA.

TRAVELING backwards and forwards on the Port Dover branch of the Grand Trunk Railway is a "newsy" who, if he lives until the 27th day of March next, will have reached the allotted three score years and ten. If this does not give him the title to being the oldest railroad news agent in America many people will be much mistaken.

This veteran agent is Mr. E. W. Hyde, a native of Hamilton, and still a resident of the Ambitious City. His father was a lawyer in London, England, who, owing to continued ill-health, came to Canada and settled on a farm in the county of Wentworth, near Hamilton. He worked the farm and also taught the youth of the section in the "Slabtown" school.

Mr. Hyde, when a boy, lived for a number of years



Mr. E. W. Hyde.

with his aunt in Hamilton, and what education he received was obtained in the public schools of that city. He entered upon the business of news agent in the Buffalo & Goderich branch of the Grand Trunk Railway, in 1861, and worked on the trains running between Goderich and Buffalo for over thirteen years.

When the Hamilton & North Western Railway was opened he took charge of the news business on that line, and was so engaged for a number of years. Later, when the management of that line changed hands, Mr. Hyde retired from the service, and for several years conducted a business of his own in Hamilton. Afterwards, when the Canadian News Company assumed the management of the news business on the Hamilton & North Western Railway, he gave up his own business and entered the employment of the C.N.C., and has been in their service ever since. His route is between Hamilton and Port Dover.

Mr. Hyde has been twice married, and is the father of 10 children, of whom 7 are living. He is of a very quiet, unobtrusive but genial character, much beloved by his intimate friends and respected by all who know him as an honest, upright man. This is evidenced by the fact that he has been made the recipient of favors from the traveling public at Christmas time for several years now. His many friends hope that he may for many years yet be spared to grace the decks of the Port Dover trains with his genial smile and manner.

(The editor is indebted to Conductor J. G. Gibson, of the Grand Trunk, for this interesting sketch. Mr. Gibson has known Mr. Hyde for 30 years, and during the past seven years Mr. Hyde has been news agent on his train.)

A FORETASTE.

JUST to be able to keep the trade posted on the momentous subject of Warwick Bros. & Rutter's Spring opening of import samples, a representative of Bookseller and Stationer found his way out to the big King street warehouse of the company the other day, and made some enquiries. Members of the firm very courteously accompanied him to the top floor, where he found that the first shipments of samples had been received. Workmen were already getting the fixtures and display stands into place and stowing away the samples. In about four weeks, he was assured, everything would be in readiness to receive the numerous patrons of the company.

From the glimpses the Bookseller man was vouchsafed of the early arrivals, he came to the conclusion that the 1906 samples were going to be hard to beat. There was some Pompeian ware that will tickle the fancy of the connoisseur, and a few pieces of Grecian pottery were as delicately molded and tinted as anything he ever saw. A great variety of smokers' supplies had just come in, which gave promise of being extremely popular. But so early in the game it would never do to tell all Warwick Bros. & Rutter's secrets. Let the trade restrain their impatience until March.

NOVELTY POST CARD RACK.

SOMETHING entirely new in a post card rack is being introduced by the Great Western Fixture Works, 195-199 Fifth avenue, Chicago. The rack consists of a series of units, a form of small case with open front, standard size, each with a capacity of 30 cards. Each unit or case has a small arm or hanger which can be extended and fastened to the case above or hung over a rod. This arm is attached to the case in a way that permits it being turned in to make an easel rest for the case for showcase displays.

Many arrangements may be had. They can be set up in rows on the showcase, hung in lines from a rod, or attached to other cases to make a hanging rack of any length. Some are furnished to hold the cards in horizontal, others to hold them in upright positions.

The material is gun-metal—strong and durable. The units are sold by the hundred, in which quantity they can be put in the retailer's hands for $5.

The Great Western Fixture Works also make several other devices for showing goods that merit the attention of dealers.

Mr. A. E. Vandervoort, who has represented for some time past Brown Bros., Limited, wholesale stationers, has resigned his position with that company and joined the selling force of the National Typewriter Co., Limited, who represent the Smith Premier typewriter for Ontario.

A Word in Time

For the Past

Twenty-Eight Years

We have annually selected from the most progressive markets of the world the latest productions in

Fancy Holiday Goods

..for..

Import

For the season of 1906 we are about to display the most elaborate and attractive range of samples that has ever been brought into Canada. Our first shipment is just to hand and our staff is busily engaged in marking and arranging them for the convenience of the trade. Display rooms will be opened in the different cities in a few weeks, and the trade duly notified by our respective salesmen.

We respectfully request your continued consideration.
The line will speak for itself.

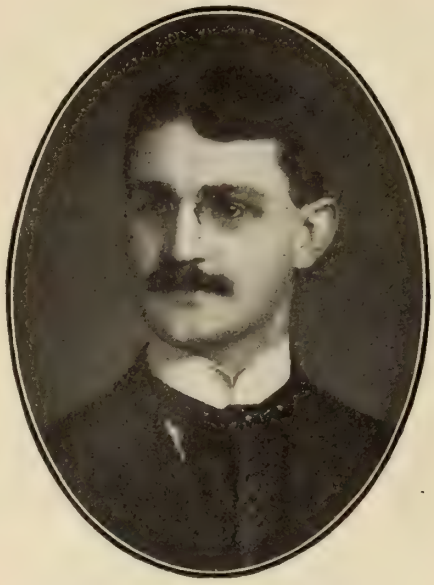
Warwick Bros. & Rutter

Import Dealers
in High-Class Fancy Goods

Limited
TORONTO

TWO NEW BOOK TRAVELERS.

Two new faces will be seen by the trade among the men of the road this Spring. They are the new book travelers to be sent out shortly by The Copp, Clark Co., Limited—Messrs. Harold Copp and John Henry. Both



Mr. H. W. W. Copp.

have had a considerable experience with the firm at headquarters and they are familiar with the inside of the book trade from the ground up.

Mr. Harold Copp has been with the company for nine years in various capacities. For the past year or more he has been city traveler in Toronto and has been highly successful in pushing the sale of The Copp, Clark Co.'s books. He will still cover the Toronto trade but will also add Eastern Canada to his route.

Mr. John Henry has been with the company for nearly six years, during the greater part of which time he has been in charge of the import book department. He will take the western trip for the firm.

The enthusiasm with which these young men are entering upon their enlarged duties speaks well for the success of their efforts.

NEW BRITISH M.P.'s.

SIR GEORGE NEWNES, the publisher, has been returned for Swansea. His son has been elected for the Bassetlaw division of Nottinghamshire.

Mr. A. E. W. Mason, the author, will represent Coventry. Other authors elected are Sir Gilbert Parker, Mr. Henry Norman, Mr. C. F. Masterman and Mr. H. Paul.

Mr. W. F. D. Smith, head of the great news agency of W. H. Smith & Son, represents the Strand.

South Salford's representative is Hilaire Belloc, an author of note.

Last but not least, Winston Churchill, whose biography of his father, Lord Randolph Churchill, has just appeared, represents a Manchester seat.

Ginn & Company have sent out as a New Year greeting a calendar made up of views taken from the nature books of William J. Long. These are reproduced in tints, and, being the work of Copeland, are very fine.

ITEMS OF INTEREST

OUR thanks to J. & A. McMillan, of St. John, N.B., for an attractive 1906 calendar. The central feature is a picture of the beacon at St. John harbor and the design is worked out in green and gold. J. & A. McMillan are now completely settled in their re-constructed building.

Jardine & Co., booksellers, newsdealers and stationers, Summerside, P.E.I., are closing up the business.

The Riverdale Bazaar, Queen street east, Toronto, conducted by J. B. Reeves & Co., has been wound up and the stock sold by auction. The fancy goods stock brought 45 cents on the dollar.

The Office Specialty Manufacturing Co. of Toronto have opened a branch office at 335 Hastings street, Vancouver, B.C., under the managership of James Osborne, who for the past nine years has been with the Thomson Stationery Co.

The name of the corporation chartered by the Commonwealth of Massachusetts in 1873 as the Cambridgeport Diary Company has been changed to the Standard Diary Company. Under this name the publication of the Standard diaries, etc., will be continued with the same management as heretofore.

Gilbert, Dunn & Woodland, Limited, is the corporate name of a new firm in Toronto, formed to carry on the business of manufacturing stationers and typewriter dealers. The share capital is $40,000 and the provisional directors are Albert T. Gilbert, D. C. Simpson, H. A. Munro, S. D. Durham and Clara Casseday.



Mr. J. F. Henry.

The Cranston Novelty Co. have removed from Galt to the Medical Council chambers, 157 Bay street, Toronto. This company manufacture and supply trade checks and advertising novelties of all kinds, such as calendars, yardsticks, rulers, aluminum pin trays, postage stamp boxes, etc. Travelers are now on the road with 1907 samples.

A. O. Hunt recently returned to Toronto from a trip to New York, where he made arrangements by which Cupples & Leon, 101 Fifth avenue, will take over the United States agency for the Goodall lines, with the exception of a few of the larger cities.

An exhibit in the window of the Victoria Book & Stationery Company, Victoria, B.C., which attracted much attention recently, especially from the ladies, was a magnificent silk-embroidered court gown, just about large enough for a big doll, which was nevertheless worn by a very much alive little woman, Mrs. Tom Thumb, on the memorable occasion when she was presented to her late majesty, Queen Victoria.

The book and stationery business formerly carried on by O. B. Ormond at 94 Government street, Victoria, B. C., has been taken over by a new company, to be known as the Standard Stationery Co. This company will continue the business in the same premises, carrying a complete line of stationery, novelties and office supplies. The management will be in the hands of James and Alf. S. Huxtable, the latter of whom was for years in the employ of Waitt & Co., while the former has for the past ten years been an efficient member of the staff of the Victoria Book & Stationery Co.

The American branch of L. & C. Hardtmuth, Irving P. Favor, manager, which recently moved from Barclay street, New York, is now thoroughly established in its new quarters at 34 East Twenty-third street. The change is an advantageous one in every respect. The location is easily accessible from all parts of the city, being within a few steps of the subway entrance, and the offices, which occupy half of an entire lot on the fifth floor, are bright and pleasant, being directly opposite the fine new Metropolitan Life Building and looking into Madison Square. The offices are reached by a swiftly-moving passenger elevator, which in itself will strike most folk as a big improvement over the old quarters on Barclay street. The interior of the offices have been arranged after Mr. Favor's own plans and consist of a main or outer office, a private office and sample room. The furniture, partitions, etc., are of quartered oak and the general decorations are all in good taste and in keeping with the high-class character of the "Koh-i-noor" goods.

GINSENG is a money-making crop. Room in your garden to grow hundreds of dollars worth annually. Thrives throughout the U.S. and Canada. We sell roots and seed during spring and fall planting seasons and buy the dried product. You can get started in this profitable business for a small outlay. Send 2c. stamp to-day for illustrated literature telling all about it. ***THE ST. LOUIS GINSENG CO., St. Louis, Mo.***

WE HAVE EVERY FACILITY TO TRANSACT
YOUR BANKING BUSINESS
AND INVITE YOUR ACCOUNT

THE METROPOLITAN BANK.

CAPITAL PAID UP, - - $1,000,000.
RESERVE FUND, - - 1,000,000.

SAVINGS DEPARTMENT at all branches.

Interest allowed on deposits of one dollar and upwards

CONDENSED OR "WANT" ADVERTISEMENTS.

SITUATIONS VACANT.

WANTED—A stationery clerk, thoroughly familiar with all branches of stationery, for retail stationery store. Apply, giving stationery qualifications, references and salary expected. Address, Box 50, BOOKSELLER AND STATIONER, Montreal.

WANTED—Young Englishman, with a knowledge of books, to assist in a book store. Apply, with references, stating salary, A. H. Jarvis, Ottawa.

BUSINESS CHANCES.

FOR SALE—In the best residential district of Montreal, an established book, stationery and library business; the name of William Drysdale is known from Halifax to Vancouver; stock at present will net about five thousand dollars; terms easy; write for particulars. Address W. Drysdale, 2478 St. Catherine street, Montreal.

AGENTS WANTED

$10.00 per week during spare hours. To sell MODERN IMPROVED STEREOSCOPIC VIEWS and STEREOSCOPES. Best Money Making Proposition of the season. Good opportunity for Stationery Clerks to make spare hours profitable. Hundreds of Enterprising Young Men have financed their College Course selling our views in spare hours.

Positively the very latest and most attractive subjects. Embracing scenes from all over the world, comic sets, etc. Write immediately for our liberal terms, etc., to

C. R. PARISH & CO., 304 Yonge Street. **TORONTO**

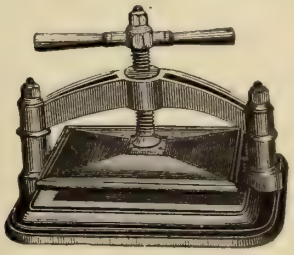
NEW SCRIBBLER COVERS

We are just publishing a new line of scribblers with attractive covers and good paper. It will pay you to see them.

Writing Tablets with Your Imprint

We are showing a big range of Tablets on which we will put your imprint. You ought to see them.

G. A. WEESE & SON, 44 Yonge St., **Toronto**



FOR
COPYING PRESSES
ALL SIZES from Quarto Post to largest Waybill.
Write the
James Smart Mfg. Co., Limited
Brockville, Ont., or Winnipeg, Man. ESTABLISHED 1854

PERSONAL PARAGRAPHS.

Mr. R. J. Soden, the Peterborough bookseller, was noticed in Toronto recently.

Mr. S. A. Flatt, of Flatt & MacKenzie, Fort William, called on the trade in Toronto recently.

Mr. John H. Thompson has been promoted to be city traveler for the Brown Brothers, Limited, Toronto.

Mr. Charles M. Rogers, who has been on the road for Morang & Co., Limited, is out this Spring for the Macmillan Company of Canada, Limited.

Mr. John L. Swain, who has been with Warwick Bros. & Rutter, Limited, for the past eleven years, is now on the traveling staff of the Kelk, Sutcliffe Co. He will cover the eastern ground. Mr. Swain started as a boy with the old house of W. H. Bleasdell & Co., and knows the fancy goods trade thoroughly.

Mr. Leslie C. Stark, representing Jacobsen, Welch & Co., Hyde, England, called upon the wholesale stationery trade in Montreal and Toronto last month, with an extensive line of papeteries. Mr. Stark speaks enthusiastically about the prosperous conditions in Canada. Mr. H. L. Lyman, Montreal, the Canadian agent for this firm, accompanied Mr. Stark to Toronto.

Mr. John Morgan, late manager and buyer of the stationery and fancy goods department of Henry Morgan & Co., Montreal, will, as announced in a previous issue of Bookseller and Stationer, be the Canadian sales manager of the firm of Raphael Tuck & Son, Limited. Mr. Morgan leaves this month to spend some time in their New York house and expects to return to Montreal the beginning of April, when as soon as suitable premises can be prepared a warehouse and office will be opened.

Mr. J. M. Young, who has for a number of years represented The Copp, Clark Co. in the western provinces, working from Port Arthur to the coast, has resigned from the road to take charge of the manufacturing department of the concern. Mr. Young's knowledge of the needs of the largest buyers in the west particularly qualifies him for the branch of the work he is undertaking. Mr. Young's territory will be divided between Mr. R. J. Plaskett and Mr. T. F. Townley, both of whom have been with The Copp, Clark Co. for a number of years. Mr. Young hopes to take an occasional trip to the west, but at present his energies will be devoted entirely to his duties in Toronto.

Mr. W. O. Husten is the new Canadian manager of the Dennison Manufacturing Co., succeeding Mr. H. VanDuyne, who has returned with the good wishes of a large number of friends to the New York office of the firm. Mr. Husten, who has been with Dennison's for over thirteen years, comes direct from the New York office, equipped with a wide experience and the requisite energy, judgment and executive ability to adequately fill the manifold wants of his new duties. An addition is made to the staff in the person of Mr. William E. P. Howell, who also came direct from the New York office. Mr. A. M. Clark, for a long period well known to the Canadian trade, will call upon his usual territory. The Canadian headquarters of the firm remain at 121 Coristine building, Montreal, and they will cover the trade from Windsor to the Atlantic ocean.

NEW GERMAN DESIGNS.

FROM Gustav Ferd. Schacht & Co., Leipzig, comes a package of new and novel post cards that are entirely different from anything yet put upon the Canadian market. Each card shows that close attention to detail that characterizes the German card. The card is a complete work of art in itself, and is not thought of as being identical with thousands of other cards.

First comes a series of fifteen sun and moonshine pictures. These are beautifully colored natural scenes, woodland, seashore, riverside, Winter, villages, etc. In each an embossed representation of the sun, moon or stars gives a highly realistic effect.

The "Brilliant" series have a glittering appearance that is in keeping with the scenes pictured. Sunset scenes in the mountains, south polar scenes, woodland scenes in the evening give scope for a glorious mingling of colors. A set of butterflies and two or three pictures of angels are included in this series.

The "Angels of Religion" cards are handsomely embossed and richly colored pictures of angels, including one or two pictures of Christ. Some of the cards are white and some are of brilliant hue.

The series reproducing great paintings numbers ten cards. These, too, are handsomely embossed around the edges and the coloring is very fine. Some of the dresses of the figures painted are heavily embossed in gold, giving a rich appearance.

Nature and art cards to the number of three are hand-painted pictures of chickens, grouse and partridges, very realistic in their setting.



COMIC FACE LANTERNS.

IN the accompanying illustration is shown a half-dozen of the new comic face designs in Japanese lanterns, furnished the trade by the American News Company, 39-41 Chambers street, New York. These lanterns are both attractive and striking and are something out of the ordinary. They also have American flag designs in great variety.

Georg Geier & Garke

ART PRINTERS AND PUBLISHERS

NUERNBERG (BAVARIA)

Exquisite Novelties of

SUN AND MOONSHINE CARDS
REPRODUCTIONS OF GREAT PAINTERS
NATURE AND ART CARDS
ANGEL AND RELIGIOUS CARDS
BRILLIANT CARDS

Cards with English wording can be had if desired.

Full sample assortment can be had by remitting $3.00.

WALL PAPER

SELLING for Spring is complete and the mildness of the season has been such as to induce several merchants to ask for deliveries at once. It's an ill wind that blows nobody good. The Spring-like weather during a greater part of December and January, while it retarded the sales of heavy goods in clothing and woolen goods, has been propitious for the wall paper trade.

Manufacturers of wall paper in Canada are unanimous in their satisfaction over the business just completed. Retailers bought even better than was anticipated. The wave of prosperity, it is felt, will make itself evident to a great extent in the luxuries of life, housefurnishings. This department is the first to feel the benefit of prosperous times, just as it is the first to suffer in times of adversity.

The present open Winter, with every prospect of an early break-up in the Spring, will stimulate business in house decorations. House building is being carried on uninterruptedly and every one has to be papered. Not for many years has the future looked so bright

STAUNTONS' ENLARGED PLANT.

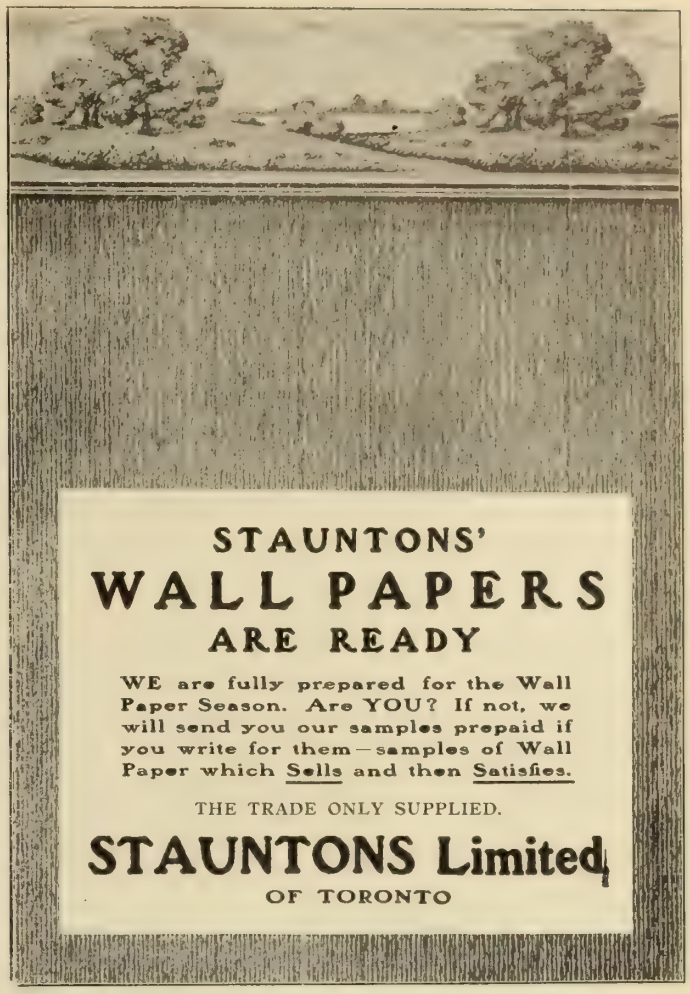
GROUND was broken in December for the foundations for a large addition to the already big wall paper manufacturing plant of Stauntons Limited, on Yonge street, Toronto. For the past two or three years a steadily growing business has made increased accommodation necessary. The new building will cover a space of 350 by 60 feet, with frontages on both Yonge and McMurrich streets. The new structure will be erected on the property to the south of the present factory, forming an entirely separate building, which will be used exclusively for manufacturing purposes.

The construction will be of the most improved fireproof type, the walls being of brick, and the floors, roof and supporting columns of reinforced concrete. Fire-proof windows with metal frames and wired glass will be used throughout. Even the racks or runways, on which the paper when printed is hung to dry, will be of metal, so that there will be practically nothing combustible in the whole structure.

When the building is complete the most modern machinery and processes will be installed throughout, and the arrangements will be such as to insure the very greatest economy of time in turning out the product of this large establishment. Nothing that will tend to improve the quality of the goods and to reduce the cost of manufacture will be omitted. Before the plans were prepared the important wall paper mills in the United States and in Europe were personally visited, and points of superiority in them all have been made use of to supplement the advanced ideas of the management.

The present buildings will be used almost entirely as warehouse, offices and salesrooms, and will give the company most needed additional accommodation for the storage of their goods.

The business now being operated in the name of Stauntons Limited has been under the management of the Staunton family for fifty years, the third generation now being in personal charge of its affairs. Probably no other reason contributes so much to the excellence of the goods manufactured by the company as the close personal supervision to details given by the present managers. It is worthy of mention that this enlargement is the fourth extension that has been made within the last ten years. It is expected that all the improvements will be complete and the machinery in operation by July 1.



Cole's National Mfg. Co.

WHOLESALE

STATIONERS and BOOKSELLERS

Special Values in
PAPETERIES and
Writing Tablets

STOCK COMPLETE AND WELL ASSORTED

See our samples—Travellers are now on the road

N.B.—Awnings, Flags and Tents made by us stand every reasonable test, and the prices are as low as is consistent with good materials and workmanship

COLE'S NATIONAL MFG. CO.,
CRAWFORD ROSS, Manager.
191 Queen St. OTTAWA

GOOD ADVERTISING

The Editor of this Department will Answer Questions on Advertising and will Criticize Advertisements which may be Submitted to Him.

THE POWER OF THE SMALL AD.

Specially written by W. L. Martin.

WITHIN the Canadian business man's reach there are more than five millions of people. He is on the straight road to fortune if he can do two things: First, have the goods; second, get the fact into the people's heads. Having the goods is easy, but getting the fact into the people's heads is a different proposition. It's far harder, first because most people are hard-headed, and secondly because it's hard to get at 'em anyhow.

The problem is, how to do it.

There are various ways of going about it.

First, you can tell your friends that you have the goods. That's doing it in a small way.

Or you can stick some of the goods in your window and with them a sign card. That's doing it on a little bigger scale.

Or you can pay a boy to distribute dodgers at your door to people who go by. That's going one better.

Or you can send out letters. Or, finally, you can buy some space in the newspapers and tell the readers. That's best of all.

Each of the plans mentioned, however, belongs under the same head. They are all Advertising. Merely a difference in degree.

Most business men prefer the medium of the newspaper.

Why?

Because it takes his story to the greatest number of people. It does this with the smallest amount of effort on the part of the man behind the goods. He merely writes the ad, or hires somebody else to write it for him, and pays the newspaper's bill for space when it's due. The newspaper attends to circulating his ad. It tells its subscribers what that particular merchant has to sell every time it comes out.

Consider the Small Dealer.

In these days of department stores and "Limiteds" and full page ads, the small dealer is apt to feel a good deal smaller than he is. The impressiveness of the big black headlines overpowers him. He gazes at the sweeps and dashes of the big ad-artist with bulging eyes. "Just see me!" cries the Big Fellow, "how I bestride the commercial world like a Colossi-octopus! The Terror of the Twentieth Century! I am IT!"

The little fellow stares in blank astonishment. He's only a drop in the bucket. What's the good of HIS little ad—His little inch-and-a-half? Why, 'twould never be seen! Throwing his money away! Putting in wee ads in short pants for the Big Fellow to mock at!

Are you, Mr. Merchant, one of those little fellows? Do you ever find yourself thinking in little circles like that? Do you allow yourself to be overwhelmed by mere Size?—by Big Type?—by Sweeping Assertions and Broad Claims? If you do you are making a mistake. You are allowing yourself to be deceived.

You are thinking in the wrong channel, a channel that narrows as you go along. Get out of the rut. Shake yourself—freshen up your ideas. If you are one of those unhappy "always scared to death" men when you look at the handiwork of the Big advertiser, don't think of the Big man at all. We know he is Big. We know he is Successful and "does things." We know he is a power to reckon with. But we needn't let him worry us. Let us think a bit of some of the Little men we know of. Don't some of them "do things" too?

The question before us is the power of the small business with the small ad. What can advertising do for the small man who has much bigger houses to compete with? How is he to advertise effectively in a small way? These are questions not easy to answer, but in these days of almost universal advertising it's up to every man to answer them in the best way possible, and act up to the answer, for advertise he must.

Persistency the Key Note.

In advertising there can be no set rule—except Persistency, with a great big P. General advice and general plans are very nearly useless. First of all we must realize that we have to fight a hard fight on a business battlefield, where the contestants give no quarter. The idea is for everybody to take all the quarters he can get, by hook or by crook, and sometimes by crookedness. The lines on which the smaller advertiser can successfully fight the battle with more formidable rivals must vary according to the field of conflict and the conditions under which the strife is waged.

The Big advertiser is very much of a Reality. To the small man who is easily discouraged his armor doubtless looks like a wall of adamant. But the small man has no need to be discouraged. To paraphrase an old legend and bring it up to date, the faint heart "don't get there." As I said before, the small man is apt to feel smaller than he really is. And he's apt to think the Big man is bigger and more impregnable than HE is. "Tell me what you think and I will tell you how big you are"—whether you feel able to hold your own against all odds, or like two cents in the Bank of Montreal.

We are all to quite a large extent very much creatures of our own thoughts. Those words will stand careful thinking about. If you "think" in small circles you'll "act" in small circles, and there's not much chance of your working in bigger ones.

If you want to fight with the Big advertiser for your share of trade, look for the weak spots in the Big fellow's armor. Then keep jabbing there.

Maybe the Big advertiser in your line of business lives and thrives on a bargain-giving basis—he generally does. His flood of "bargains" never seems to cease. Each day brings its list of attractions, counted on to draw people in and lead them to buy other things in regular lines which show a large per cent. of profit. His bargains are his bait; they are his most powerful way of advertising. Take that power from him and he'd be as helpless as a great big whale flopping about out of the water. He'd be out of it for certain. His full-page ads would be like soup with the salt left out. His two-inch black type would "tell of" a great deal, but they wouldn't

"tell for" much. His one-hundred-dozen lots would lie upon his hands. He'd be IT no longer.

The small man cannot hope to meet on his own ground the advertiser who thrives on bargains and cut prices. The Big fellow can outdo him in bigness and splurge and space. To attempt to copy those tactics in small space would be out of the question.

Talk Quality and Merit.

How then can the small ad be made to shine? It can't be done by talking Price. It can't be done by talking Quantity. But it can be done by talking Quality. It can be done by talking Satisfaction. It can be done by talking Good Service. It can be done by talking Excellence of Merchandise—up-to-dateness of Style. The Big fellow preaches Price and Quantity. He can be checkmated by preaching Quality and Merit, and by everlastingly hammering at it in strong, clear notes. When the small advertiser has a point to make let him make it with no uncertain distinctness. Let him leave no room for doubt in the mind of the prospective purchaser.

Here is where the small advertiser can make his small ad shine and scintillate and twinkle. He can give his little ad a lustre that would turn the Big ad green with envy. His little ad can be set up in a neat, clean-cut, distinct style, with his firm name plain and bold, and it can be kept always in the same garb. The reader will recognize it at a glance. He will know that Jones' ad always has something fresh and interesting and pointed to say, and he'll read it as sure as a gun.

The Big ad must divide its fire. It has forty songs to sing at each appearance—all different.

Now the small ad can focus its fire on just a few vital points and keep pounding. It can sing at each appearance just one simple song, and if it's sung well it will "stick." Eternal harping on one or two strings may not be picturesque to the harpist, but where it is done with skill and power, with repetition of subject but with change of word and form, it will in time make an indelible impression on the public mind.

Bargains Gain Credence.

The advertiser who harps on Quality and Merit and Exclusiveness, if he happens to have an occasional bargain to offer will tell it to wide open ears. The public will flock to his store, because they know that they'll surely GET a bargain. They know that Jones is celebrated above all things for Quality and Merit and Reliability. The advertiser, therefore, who builds his business on the solid rock of Dependability and Trustworthiness builds better than he knows, and it will pay him a thousand fold to Advertise. In proportion to the Big full-page advertiser he will cast no mean shadow—a shadow that won't "grow less" as it grows older.

The small man's business has its own Points of Excellence in which it need play second fiddle to nobody, not even the Biggest houses. If it hasn't it's a pretty washy affair. These Points of Excellence should be taken up one by one and laid before the reader. They might be worked into the small advertising space under the general heading, "Jones' Points of Excellence." In each change of copy one point only should be dealt with, and the most should be made of it. Careful thought will be called for in framing each ad. Even a trained hand can't do a small ad of this sort justice by "dashing it off in a minute." It is harder to say a whole lot in a few words and make a clear impression on the reader's mind than it is to say it in unlimited space. But once a point is made and made clearly in a few expressive words it will "stick" in the reader's mind far better than a long-winded argument.

Whatever you may have to say, don't say it in an apologetic, half-hearted way. Say it earnestly, simply and plainly. It will sink into the reader's mind and carry with it conviction. If your little ad has in it the proper brand of yeast it will eventually raise the reader's curiosity, and presently he'll be irresistibly tempted to give you a trial.

Once you have him hooked it's up to you to land him. And once you have him landed—well, that's a story of so many aspects that we'll have to deal with it later on.

MAMMOTH ADVERTISERS.

The L. E. Waterman Company, who use the pages of Bookseller and Stationer extensively, are said to be regular advertisers in 160 trade, technical and other specialized publications, in addition to their advertising in street cars and by means of posters, etc.

SPOKEN LETTER BY MAIL.

"La Nature."

THE phonopostal is an apparatus which registers and afterward reproduces the human voice, by means of a sheet of pasteboard, shaped like a post card. Jules Verne conceived the idea of replacing the old wax cylinder used in other phonographs by a sheet of paper, which could be posted like a letter.

The advantages of the phonopostals are numerous. The records are made by an ordinary phonograph of the simplest possible type simply by means of a stylus provided with a sapphire point. This point presses on an impressionable substance, called "sonorine," spread on the surface of the card. The merit of the invention consists in the discovery of a substance which can be easily spread on a sheet of cardboard, and possesses all the advantages of the wax-coated cylinders.

Sonorine is able to stand the strain of transmission by mail. The sounds are inscribed in a spiral, which commences at the outside edge of the card and continues in an ever-narrowing curve until it forms a small circle hardly the diameter of a small coin. The record is so deeply engraved in the coated cardboard that not more than two or three syllables are lost by the two stampings of the post office on the concentric lines.

Seventy-five or eighty words can be inscribed on a phonocard, which is sufficient for news. One object of the phonocard is to replace the illustrated post card. Further, it is possible to be far more chatty on a phonopostal than on an ordinary post card, for on the latter there is only a little rectangular space left which can be written on.

AT CARDINAL HOUSE.

Now is the time for dealers to make their selection of goods for the Summer and early Fall trade. They should carefully consider what lines to handle and also where to buy them. A good place to secure amateur photo albums, pictorial post cards, etc., is Cardinal House, St. John's Lane, London, E.C., the premises of Ferd. Anthony Horle & Co. This firm have several excellent lines on display.

Should the dealer also decide to take up a few other fancy lines, the Cardinal Boxed Serviettes, supplied by the above firm, can be recommended. These are just the thing for picnics. Price lists of all these goods will be sent on application.

LEADING CANADIAN STORES.

R. A. J. LITTLE, OSHAWA, ONT.

IT was in November, 1897, that Mr. R. A. J. Little landed in Oshawa. He had absolutely no experience in bookselling, and it was somewhat of a daring thing for him to take over the business previously conducted by Mr. E. E. Rogers. But Mr. Little had confidence in himself; he realized that Oshawa was bound to grow, and he was willing to learn from experience.



Some of Little's Staff, Christmas, 1905.

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aaw

With cautious steps and watchful eyes he set to work to develop his business. He succeeded. Soon his original quarters became too small to accommodate his ever-growing trade. Year by year he enlarged his premises. To-day he occupies four times the floor space he did at the outset eight years ago.

Mr. Little speaks candidly of the reasons for the growth of his business. "We attribute our success," he said, "to hard work on the part of hustling and obliging clerks, continuous advertising, and frequently-changed window displays. Our three large show windows are each changed twice a week."

The Little store is in two parts, being practically two stores joined by a twenty-foot archway. The south section is devoted to fancy goods, wall paper, and roller blinds. The north section is given over to books, stationery, musical instruments, sporting goods, dolls, toys, etc. The frontage extends forty-two feet along the street, and the store runs back eighty-two feet.

The store furniture is modern, and Mr. Little makes use of all the latest devices for displaying his wares. One feature is a wire netting, stretched the entire length of the store, on which are hung sheet music, pictures and similar lines. Credit for this suggestion is due Mr. Geo. Stewart, the genial traveler for the Oxford Press,

a personal friend of Mr. Little's. A system of cash carriers connects all parts of the store with the desk.

An excellent staff surrounds Mr. Little—one that is much larger than is to be found in many city stores. Assisting Mr. Little in the management of the store is Mr. S. Babe, who takes charge of the general arrangement, and has also particular supervision of the department devoted to sleighs, wagons, sporting goods, wall paper, roller blinds, etc.

The fancy dry goods department, which contains silks, wools, braids, pom poms, girdles, etc., is in charge of Miss Richardson. Miss McCoig looks after the leather goods, including albums, leather-bound Bibles, hymn books and poets, fancy boxes, trinkets, etc. Miss Armstrong presides over the toys, games, dolls, pictures, music, violins and musical instruments. The stationery, school supplies, newspapers and magazines, come under Miss Babcock's care. Miss Kemp is the firm's book keeper, and she also takes charge of magazine and newspaper subscriptions, and attends to the correspondence, ordering, etc.

In addition to this regular staff there is a corps of extra clerks for busy days, consisting of Miss Mabel Babcock, Miss Mamie Ford, Miss Elva Trull, Miss Frankie Robinson, Miss Annie Ford, Miss Mono Morrow, Miss Halfacre, Mr. Mervin Rowe, Mr. Frank Hall, and Master Harry Harrison.



Main Section of Store.
Showing desk at right, leather goods at left, stationery and toys in rear.

Mr. Little runs a lending library in connection with his store. The charge is two cents a day for one book, and the latest fiction is supplied. The department is extensively patronized and pays well. This scheme also was a suggestion of Mr. Stewart's.

Dodgers and novelties are used to good purpose by Mr. Little for advertising his business. He issues a vest-pocket street car time table every Summer, with an advertisement on it. Another device is a handy phone directory to hang on the telephone with the names of local telephone holders printed alphabetically on it. Still another is a match scratcher with a local view on it. All these articles are made in Oshawa by the local printers, and are attractively tied with cord or ribbon. They are prized by those who receive them, and are carefully preserved. In addition Mr. Little issues dodgers each week, which are placed in every house in the town by a special distributor.

One reason which might be suggested as a cause of Mr. Little's success is that he does not keep his nose to the grindstone all the time, but travels around in the quiet seasons and sees things. He is a firm believer in the principle that the business man needs several vacations every year. This, the travelers say, often causes them some annoyance, for although he is often in To-



Magazine and Picture Section.

ronto he buys the most of his goods from the travelers. He believes in standing in with the travelers, which is a good principle, as they can often do a merchant favors that the firm would not do.

Some of these travelers, among whom are George Stewart, Jimmie Anderson of the Fancy Goods Co., George Bryant of Warwick's, etc., say they seldom call at this store without getting an order, unless the proprietor is away, which, the travelers tell us, is often the case. They say he takes a week in mid-winter visiting his old home at Hespeler; two weeks in June at the Oshawa Fishing & Hunt Club's quarters near Algonquin Park, in Parry Sound district; a few weeks in mid-summer when business is dull, and two weeks in November, deer hunting, after which trips the travelers say they always watch for an express parcel containing a string of trout or a piece of venison. Mr. Little's plan is a good one. A business man works to much better advantage by taking plenty of holidays. It seems to clear the cobwebs away from a fellow's brain, especially if there is a great amount of worrying detail in connection with the business.



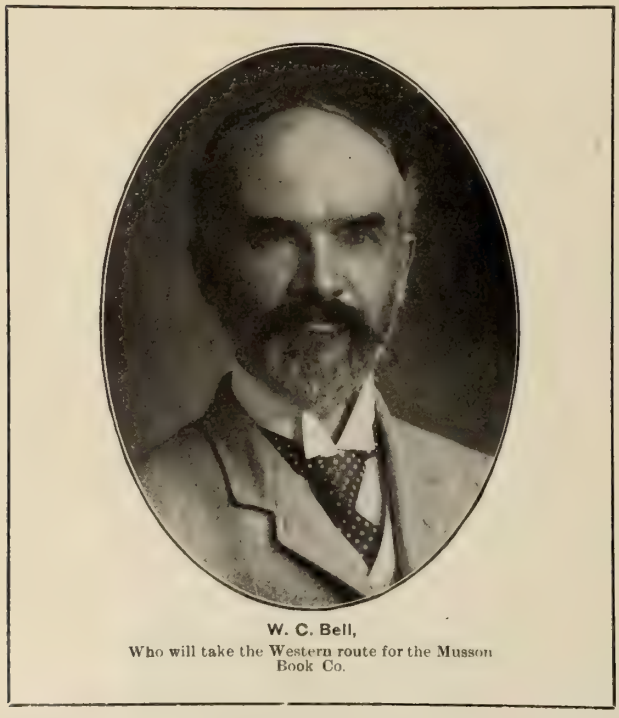
Fancy Goods Section.
Taken from book department, showing the proprietor and Miss Richardson the manager of the section, in the distance.

Clarke & Stuart, dealers in stationery, etc., Vancouver, B.C., are succeeded by the Clarke & Stuart Company, Limited.

THE MUSSON BOOK CO. STAFF.

THE book trade of Canada will be interested in the announcement by the Musson Book Company, Toronto, of the fact that Canada's oldest book traveler, the genial W. C. Bell, (Billy), joins forces with them this month. It would be impossible to find a bookseller in the Dominion who has never seen or heard of W. C. Bell, so thoroughly has he covered every part of the country since his initiation, at the early age of fifteen, as a commercial traveler for the once famous publishing house of James Campbell & Son, of Toronto, representing them as far east as Halifax. Many years have passed, many changes have come, still this juvenile traveler retains all his youthful energies. Mr. Bell will cover the same ground for the Musson Book Company that he has been doing in the past, and the already rapid growth of the company will be given increased stimulus.

L. A. Gemmell, who has represented them on the coast trip in former years, has been placed in charge of



W. C. Bell,
Who will take the Western route for the Musson Book Co.

the inside work of the wholesale department, but will continue to represent the firm through Western Ontario.

J. L. Hobden, who has for the past five years represented the Musson Book Company in Eastern Ontario and the Maritime Provinces, will continue to do so.

These changes will not prevent the many customers who look forward regularly to meeting with the happy president of the Musson Book Company from having the same pleasure just as often, for during 1906 he will be on his usual trips with a fuller line of samples than ever.

The rapid growth of this company since its organization about five years ago has been remarkable. Each year they have been compelled to increase their premises, and at the beginning of the present year we find this young Canadian firm with a branch office opened at the Mansion House Building, Queen Victoria street, London, (E.C.,) England, where they have a permanent staff and have already commenced receiving orders and shipping their own publications from Canada to England. This is altogether a new feature in the book trade, and opens a field for large development.

U. S. CUSTOMS DECISIONS.

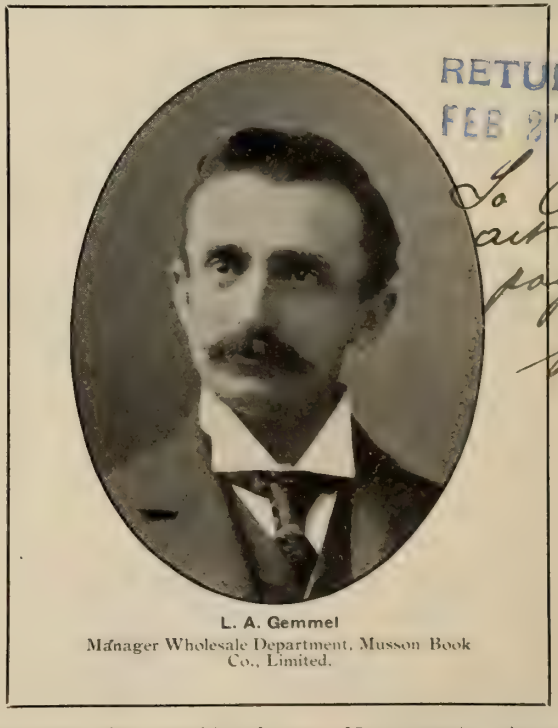
BY a judgment recently handed out by the United States Circuit Court, so-called "flat envelopes," e.g. pieces of paper cut into particular shapes and sizes for the purpose of being specifically folded and gummed



J. L. Hobden
Who covers the East for the Musson Book Co., Limited.

so as to constitute envelopes, come within the meaning of the term, "paper envelopes, plain," as used in the Dingley tariff law. The duty is 25 per cent.

When classified as scrap books, post card albums have to pay 35 per cent. duty entering the United States. As



L. A. Gemmel
Manager Wholesale Department, Musson Book Co., Limited.

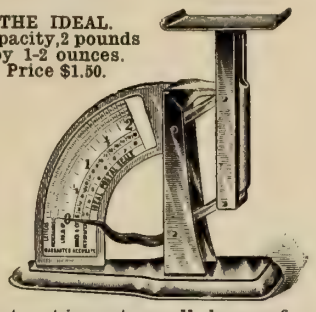
blank books they would only pay 25 per cent. A recent decision of the Circuit Court for Southern New York makes them dutiable as scrap books.

TRINER POSTAL SCALES ARE POSITIVELY ACCURATE AND SCIENTIFICALLY PERFECT AUTOMATIC POSTAL SCALES.

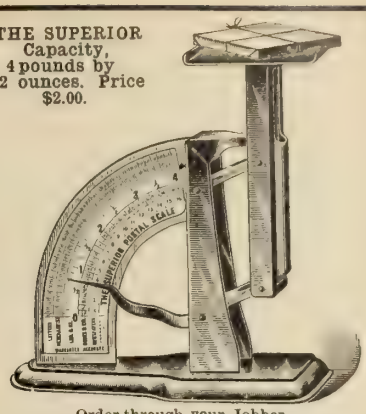
THE GEM
Capacty,.
1 pouidby
1-2 ounces.
Price. $1.25.



THE IDEAL.
Capacity,2 pounds
by 1-2 ounces.
Price $1.50.



THE SUPERIOR
Capacity,
4 pounds by
1-2 ounces. Price
$2.00.



The Triner Postal Scale records instantly the exact cost in cents on all classes of mail matter. Steadily increasing sale is convincing proof of the merit of the Triner Postal Scale. Article can be placed anywhere on platform, yet always shows accurate weight.

Order through your Jobber.
TRINER SCALE & MFG. CO.
1255-59 W. 21st Street CHICAGO, ILL.

The most popular pens are

ESTERBROOK'S

MADE IN ALL STYLES

Fine Points, A1, 128, 333
Business, 048, 14, 130.
Broad Points, 312, 313, 314.
Turned-up Points, 477, 531, 1876.

CANADIAN AGENTS:

THE **BROWN BROS.,** LIMITED
TORONTO.

YOU ARE INTERESTED IN SOMETHING.

Why not get the best items that are printed on the subject?

We read and clip thousands of newspapers every week—therefore we can equip you **speedily** and **economically** for a debate, speech, lecture, essay or anything else requiring up-to-date information and more of it than your competitors are likely to get.

Terms - 100	Clippings,	$ 5.00
250	"	12.00
500	"	22.00
1,000	"	40.00

Send for our Booklet which fully explains the scope of the clipping industry.

We have also lists of firms in every branch of trade in the Dominion, the professions, club members, society, etc., and we are prepared to address and mail circulars or letters to these at any time.

THE CANADIAN PRESS CLIPPING BUREAU,

232 McGill Street, MONTREAL
10 Front St. East, TORONTO.

This list is for the purpose of placing retailers, manufacturers' jobbers and other readers in touch with reliable and competent accountants and auditors whose services are so frequently required for such purposes as opening books,

Leading Canadian Accountants and Auditors

adjusting and auditing accounts, arranging partnerships or organizing joint stock companies, devising special office systems, making collections and investigations, handling estates, making valuations, etc.

This space $30.00 per year.

This space $15.00 per year.

JENKINS & HARDY.
Assignees, Chartered Accountants, Estate and Fire Insurance Agents.
15½ Toronto Street Toronto.
52 Canada Life Building, Montreal.

This list is for the purpose of placing manufacturers, wholesale and retail merchants and other readers throughout Canada, and firms abroad doing business in Canada, in touch with the legal profession throughout the Dominion, for the collection of accounts, legal representation,

LEGAL CARDS.

organization of companies, the arrangement or dissolution of partnerships, or assignments, as well as all other matters of a legal nature.

For advertising rates apply to MacLean Publishing Co., Limited, Montreal or Toronto.

This space $15.00 per year

ATWATER, DUCLOS & CHAUVIN
Advocates. Montreal.
Albert W. Atwater, K.C. Consulting Counsel for City of Montreal. Chas. A. Duclos. Henry N. Chauvin.

This space $30.00 per year.

IRWIN & JONES, Barristers, etc. H. E. Irwin, K.C., Clerk of the Peace, County of York; B. Morton Jones, B.C.L.; Solicitors for Equity Fire Insurance Co., Berlin Fire Insurance Co. 24 King St. W., Toronto. Weston, Ont.

W. G. WILSON
Barrister, Solicitor, Notary, Conveyancer, etc.
Napanee, Ont.

This space $15 00 per year.

WM. A McLEAN
Barrister, Solicitor, Etc.
Head Office, Guelph, McLean's Block.
Branch Office, Acton, Town Hall.
Corporation Solicitor, Etc

ROBINSON & GREEN
Barristers, Solicitors, Etc.
JOHN A. ROBINSON. JOHN R. GREEN.
Solicitors for the Imperial Bank of Canada, the Southern Loan & Savings Co., St. Thomas, Ont.

LOUGHEED & BENNETT,
Barristers, Solicitors, Advocates, etc. Calgary, Can. Cables: Lougheed, Calgary
Solicitors for: Bank of Montreal. Canadian Bank of Commerce, Bank of Nova Scotia, Merchants' Bank of Canada.

This space $30 per year.

NEW CANADIAN COPYRIGHTS

Registered at Ottawa during January, 1906.

Little Red Riding Hood. Waltzes. By J. F. Hall. Shoulder Straps. March Two-Step. By Egbert van Alstyne. Jerome H. Remick & Company, Detroit.

Take Me Back to Dixie. Song. Words and music by Chas. Shackford. Jerome H. Remick & Company, New York.

I'm Ready. Photo. R. H. Trueman, Vancouver, B.C.

Map of the City of Toronto. Might Directories, Limited, Toronto.

The Montreal Financial Calendar and Daily Memorandum, 1906. Book. Norman Binmore, Montreal.

Bruce, Grey and Simcoe Counties Directory, 1906. Union Publishing Company of Ingersoll, Ingersoll.

Toronto City Directory, 1906. Might Directories, Limited, Toronto.

Somewhere in the World There's a Little Girl for Me. Song. Words by Raymond W. Peck. Music by Robert Hood Bowers. The Little Chauffeur. Song. Words by Raymond W. Peck. Music by Robert Hood Bowers. Down the Mississippi. (Let Me be Your House-boat Beau.) Words by Raymond W. Peck. Music by Robert Hood Bowers. If You Were Lost to Me. Song. Words by Raymond W. Peck. Music by Robert Hood Bowers. Mid the Fields of Golden Rod. (My Home Sweet Home.) Words by Edward L. Nelson. Music by Edward M. Persell. Jerome H. Remick & Company, New York.

The Housekeeper's Perfect Account Book, 1906. George Shepard, Toronto.

A Hymn of Empire. Poem. Frederick George Scott, Notre Dame de Quebec, Que.

Greetings from the Golden West. Card. Ian Coltart, Birtle, Manitoba.

Ogilvie's Book for a Cook. The Ogilvie Flour Mills Company, Limited, Montreal.

Thomlinson's Equivalent Paper Slide Scale. Frederick A. Ritchie, Toronto.

The Pilot Song. (Being No. 1 of Alexander's Gospel Songs.) Words by Ada R. Habershon. Music by Robert Harkness. Charles M. Alexander, Birmingham, England.

Christ the First Pope, and Peter His First Successor; or, Notes on the Divine Plan of the Church. By T. Smyth-Vaudry, C. Pr. (Fifth series.) T. Smyth-Vaudry, Montreal.

I Love, and the World is Mine. Song. Words by Florence Earle Coates. Music by Charles Gilbert Spross. Remember. Song. Words by Gertrude Rogers. Music by C. B. Hawley. The John Church Company, Cincinnati, Ohio.

Sounds from the Orient. March and Two-Step. By Harry J. Lincoln. Peerless King. March and Two-Step. By Abe Losch. Heather Bells. Mazurka. By F. H. Losey. Op. 201. Vandersloot Music Company, Williamsport, Pennsylvania.

Three Steps to the Kingdom. Card. A. H. Brintnell, Toronto.

The Glory Song. Transcription for piano. By May Agnew Stephens. May Agnew Stephens, Toronto.

Fancies. Song. Words and music by Fleta Jan Brown. Jerome H. Remick & Company, New York.

Selections from Tennyson, 1830-1860. By John C. Saul, M.A. Morang & Company, Limited, Toronto.

The High School Prose Book. Part I. Edited with notes by O. J. Stevenson, M.A., D. Paed. Morang & Company, Limited, Toronto.

Love is King. Waltzes. By Charlotte Blake. Jerome H. Remick & Company, Limited, New York.

If You but Knew I Love You. Song. By W. R. Williams. Will Rossiter, Chicago, Illinois.

Jessamine. Song. By Albert Gumble. Jerome H. Remick & Company, New York.

Oh, What a Change! (No. 2 of Alexander's Gospel Songs.) Words by Ada R. Habershon. Music by Robert Harkness. Charles M. Alexander, Birmingham, England.

Wine, Woman and Song. Song. Words by Raymond W. Peck. Music by Robert Hood Bowers. Jerome H. Remick & Company, New York.

Thoughts in Verse. By Elizabeth Nuttall Hopkins. With a Preface by Professor William Clark, D.C.L., LL.D. J. Castell Hopkins, Toronto.

The High School Ballad Book. Part I. Edited with notes by F. F. Macpherson, B.A. Morang & Company, Limited, Toronto.

Year Book and Clergy List of the Church of England in the Dominion of Canada, 1906. Joseph P. Clougher, Toronto.

Apparition. Song. (Stephen Phillips.) Music by Emilie Dodge. M. Leidt, Toronto.

I Held Love's Head. Song. (Robert Herrick.) Music by Emilie Dodge. M. Leidt, Toronto.

She Wears a Rose. Song. Words by Richard Henry Stoddard. Music by Emilie Dodge. M. Leidt, Toronto.

When the Maple Trees are Budding in the Spring. Song. Words by Ruth Dingman. Music by Ben J. Jerome. Harry H. Sparks, Toronto.

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Insurance Post Card. Private post card. Harry E. Jameson, Toronto.

The Beaver Magazine. C. H. Murray, Toronto.

Quebecers as We See 'em. Cartoons: Caricatures. W. E. Macarton, Montreal.

Haligonians as We See 'em. Cartoons: Caricatures. W. E. Macarton, Montreal.

Blue Noses as We See 'em. Cartoons: Caricatures. W. E. Macarton, Montreal.

Nova Scotians as We See 'em. Cartoons: Caricatures. W. E. Macarton, Montreal.

Outdoor Canada. Book. Lud. K. Cameron, Toronto.

BACK FROM EUROPE.

A REPRESENTATIVE of Bookseller and Stationer had the pleasure of an interview with Mr. G. R. Warwick, president of Warwick Bros. & Rutter, Limited, who returned on the steamer King Albert from Naples, after having visited all the manufacturing centres of Germany, Austria, France and England, in search of new goods for the holiday trade for 1906.

In speaking of his trip, Mr. Warwick states that one of the most noticeable features in connection with the trade, not only in England but in every European town and city, was the marvelous growth of the picture post

card business. Five years ago it was presumed this trade was at its height on the continent, but it is certainly, up to the present, showing no signs of diminishing.

The demand is constantly increasing for the better class of scenic cards, rather than for the ordinary comic and lower grades. The smaller stores, while, of course, having a good supply of the low price lines, give every prominence to those which retail at what would be equivalent in Canadian currency to from four to twelve cents each, and these goods seem to find a ready market everywhere.

This great boom on the better grade of goods is due to the widespread popularity of making post card collections, and this has in its turn created a large and profitable sale for the post card albums, the demand for which the manufacturers find it almost impossible to cope with.

As an illustration, Mr. Warwick was shown a communication from one of the large English houses offering a considerable premium above the prices at which their order was booked, if these albums could be shipped in a reasonable time.

The labor troubles with which Germany has had to contend during the last year seriously interfered with business in general, but these have now righted themselves to a great extent, and manufacturers are putting forth every effort to supply the market with new effects for the coming season.

Mr. Warwick reports that he was very successful in finding many novelties, which he is certain will interest the Canadian trade.

BEST SELLING BOOKS OF THE PAST MONTH.

As Reported by Leading Canadian Retail Dealers.

BELLEVILIE.

1. "Nedra," by G. B. McCutcheon. Briggs.
2. "Ben Blair," by Will Lillibridge. Briggs.
3. "The House of Mirth," by Edith Wharton. McLeod.
4. "Starvecrow Farm," by S. J. Weyman. Morang.
5. "Fair Margaret," by F. M. Crawford. Morang.
6. "The Cherry Ribband," by S. R. Crockett. Copp, Clark.

BRANTFORD.

1. "The House of Mirth," by Edith Wharton. McLeod.
2. "The Conquest of Canaan," by Booth Tarkington. Poole.
3. "Fair Margaret," by Marion Crawford. Morang.
4. "The Deluge," by D. G. Phillips. McLeod.
5. "St. Cuthbert's," by R. E. Knowles. Revell.
6. "The Mother," by Norman Duncan. Revell.

CALGARY.

1. "The House of Mirth," by Edith Wharton. McLeod.
2. "The Gambler," by K. C. Thurston. Revell.
3. "The House of a Thousand Candles," by M. Nicholson. McLeod
4. "Heart's Desire," by E. Hough. Morang.
5. "Spider's Eye."
6. "The Garden of Allah," by Robert Hichens. Briggs.

CHARLOTTETOWN.

1. "Nedra," by G. B. McCutcheon. Briggs.
2. "My Friend the Chauffeur," by Williamson. Musson.
3. "Maid Margaret," by S. R. Crockett. Copp, Clark.
4. "Fair Margaret," by Marion Crawford. Morang.
5. "The Gambler," by K. C. Thurston. Revell.
6. "A Servant of the Public," by Anthony Hope. Copp, Clark.

COLLINGWOOD.

1. "The Conquest of Canaan," by Booth Tarkington. Poole.
2. "St. Cuthbert's," by R. E. Knowles. Revell.
3. "The Deluge," by D. G. Phillips. McLeod.
4. "The Cher y Ribband," by S. R. Crockett. Copp, Clark.
5. "Yolanda," by Charles Major. Morang.
6. "Speculations of John Steele," by Robert Barr. McLeod.

KINGSTON.

1. "The House of a Thousand Candles," by M. Nicholson. McLeod.
2. "Conquest of Canaan," by Booth Tarkington. Poole.
3. "Yolanda," by Charles Major. Morang.
4. "Fair Margaret," by Marion Crawford. Morang.
5. "Speculations of John Steele," by Robert Barr. McLeod.
6. "Nedra," by G. B. McCutcheon. Brigg-.

MONCTON.

1. "Fair Margaret," by Marion Crawford. Morang.
2. "The Deluge," by D. G. Phillips. McLeod.
3. "St. Cuthbert's," by R. E. Knowles. Revell.
4. "Hearts and Masks," by Harold MacGrath. McLeod.
5. "The Voyageur," by W. H. Drummond. Briggs.
6. "The Gambler," by K. C. Thurston. Revell.

MONTREAL.

1. "The Gambler," by K. C. Thurston. Revell.
2. "The St. Lawrence Basin," by S. E. Dawson.
3. "The Voyageur," by W. H. Drummond. Briggs.
4. "Conquest of Canaan," by Booth Tarkington. Poole.
5. "The House of Mirth," by Edith Wharton. McLeod.
6. "The Household of Peter," by R. N. Carey. Copp, Clark.

OTTAWA.

1. "The Conquest of Canaan," by Booth Tarkington. Poole.
2. "The Gambler," by K. C. Thurston. Revell.
3. "My Friend the Chauffeur," by Williamson. Musson.
4. "The Voyageur," by W. H. Drummond. Briggs.
5. "St. Cuthbert's," by R. E. Knowles. Revell.
6. "Nedra," by G. B. McCutcheon. Briggs.

PETERBORO.

1. "The Deluge," by D. G. Phillips. McLeod.
2. "St. Cuthbert's," by R. E. Knowles. Revell.
3. "Nedra," by G. B. McCutcheon. Briggs.
4. "A Servant of the Public," by Anthony Hope. Copp, Clark.
5. "The Gambler," by K. C. Thurston. Revell.
6. "The Marriage of William Ashe," by Mrs. Ward. Briggs.

ST. CATHARINES.

1. "St. Cuthbert's," by R. E. Knowles. Revell.
2. "The House of Mirth," by Edith Wharton. McLeod.
3. "The House of a Thousand Candles," by M. Nicholson. McLeod.
4. "Fair Margaret," by Marion Crawford. Morang.
5. "The Deluge," by D. G. Phillips. McLeod.
6. "Nedra," by G. B. McCutcheon. Briggs.

TORONTO.

1. "Conquest of Canaan," by Booth Tarkington. Poole.
2. "Man and Superman," by G. B. Shaw.
3. "Brothers," by H. A. Vachell. Dodd, Mead.
4. "The House of a Thousand Candles," by M. Nicholson. McLeod.
5. "Counsels and Ideals," by W. Osler. Houghton.
6. "Peter's Mother," by Mrs. La Pasture. Dutton.

VANCOUVER.

1. "The Conquest of Canaan," by Booth Tarkington. Poole.
2. "The House of Mirth," by Edith Wharton. McLeod.
3. "When It was Dark," by Guy Thorne. Musson.
4. "Ayesha," by H. Rider Haggard. Briggs.
5. "Kipps," by H. G. Wells. Scribner's.
6. 'Fair Margaret," by Marion Crawford. Morang.

VICTORIA.

1. "The House of Mirth," by Edith Wharton. McLeod.
2. "The Garden of Allah," by Robert Hichens. Briggs.
3. "A Servant of the Public," by Anthony Hope. Copp, Clark.
4. "The Marriage of William Ashe," by Mrs. Ward. Briggs.
5. "The Debtor," by Mary E. Wilkins. Poole.
6. "The Deluge," by D. G. Phillips. McLeod.

WINNIPEG.

1. "St. Cuthbert's," by R. E. Knowles. Revell.
2. "The Red Reaper," by J. A. Stewart. Copp, Clark.
3. "The Last Chance," by R. Boldrewood. Copp, Clark.
4. "A Welsh Singer," by Allen Raine. Briggs.
5. "The House of Mirth," by Edith Wharton. McLeod.
6. "Nedra," by G. B. McCutcheon. Briggs.

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Morton, Phillips & Co., Montreal.
Musson Book Co., Toronto.

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Brown Bros., Toronto.
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Copp, Clark Co., Toronto.
Warwick Bros. & Rutter, Toronto.

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VOL. XXII
No. 3

MARCH, 1906

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This first-class hotel is most conveniently situated in the coolest and healthiest part of the city. Five minutes from railway station and steamer stallings, and near to all principal public buildings. Cool and lofty bedrooms. Spacious Dining and Ladies' Rooms. Billiard Room. Electric light throughout.

VICTORIA LODGE

Mrs. J. F. SMITH, Proprietor. HAMILTON, BERMUDA
Opposite Victoria Park and Cedar Ave. Private board $12 to $14 per week.

BOARD AND ROOM
"THE ARGYLE,"

Mrs. FRASER Cedar Avenue, HAMILTON, BERMUDA
Terms moderate. Also furnished cottages.

THE AMERICAN HOUSE

A. PASCHAL (Prop.) HAMILTON, BERMUDA
Centrally located. Open all the year round.

WOODSIDE BOARDING HOUSE

(CORNER OF MAIN AND LAMAHA STREETS, GEORGETOWN, DEMERARA.)
Cool and airy Bedrooms, Excellent Cuisine, Attendance Qualified. Terms Moderate. Electric Car Loop at gate of premises. Patronage Solicited. Manageress E. COTTAM.

WINTER RESORT—QUEEN'S PARK HOTEL.

PORT OF SPAIN, TRINIDAD, B.W.I.
JOHN MCEWEN, Manager. For Rates, etc., apply Trinidad Shipping & Trading Co. 29 Broadway, New York.

THE GRAND UNION

The most popular hotel in
OTTAWA, ONTARIO. JAMES K. PAISLEY, Prop.

DOMINION HOUSE

W. H. DURHAM, PROPRIETOR. RENFREW, ONTARIO
The most popular Hotel in the Ottawa Valley.

The Belleville Business College, Limited

Business firms get the best results by applying to us 10 days before vacancies occur in their employ.

See Catalogue pages 21, 27, 33, 41.

J. A. Tousaw, Secretary. } BELLEVILLE, ONTARIO { J. Frith Jeffers, M.A., President.

THE TELEPHONE

Is a companion, friend and servant combined.
Invaluable for convenience in the household.

LONG DISTANCE TELEPHONE SERVICE

Has no equal for the facility it affords in business life.
Full particulars as to rates and service at the nearest office of

THE BELL TELEPHONE COMPANY OF CANADA

MR. STATIONER—

How is your stock of **TOILET PAPERS?** If you want good values buy our lines and SAVE MONEY.



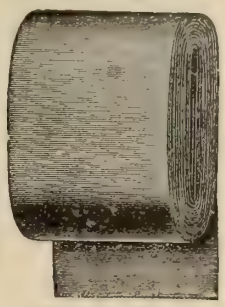
14 oz.
Per Doz., $ .75
Per Case, 5.65



7 oz.
Per Doz., $ .60
Per Case, 4.00



7 oz.
Per Doz., $ .45
Per Case, 3.75



6 oz.
Per Doz., $ .65
Per Case, 4.50



8 oz.
Per Doz., $ .65
Per Case, 4.50

Special Roll, "**LUXURIOUS**" weighs 7 oz., 40c. doz., $3.15 case. Then our **Big Thousand Sheet Roll**, "**THE ECONOMIC,**" is the best value on the market at 80c. the dozen or $6.00 the case.

THE COPP, CLARK CO., Limited

64 Front Street West **TORONTO, CANADA**

WESTERN ASSURANCE COMPANY.

Incorporated 1851

FIRE AND MARINE

Head Office **Toronto, Ont.**

Capital -	$1,500,000.00
Assets, over - -	3,460,000.00
Income for 1905, over	3,680,000.00

HON. GEO. A. COX, President.

J. J. KENNY, Vice-President and Man. Director.

C. C. FOSTER, Secretary.

BRITISH AMERICA ASSURANCE COMP'Y

FIRE AND MARINE.

Incorporated 1833

CASH CAPITAL, $850,000.00.

TOTAL ASSETS, $2,119,347.89.

LOSSES PAID SINCE ORGANIZATION, $27,383,068.64.

HEAD OFFICE, - BRITISH AMERICA BUILDING,
Cor. Front and Scott Sts., Toronto.

HON. GEO. A. COX, President. J. J KENNY, Vice-President
P. H. SIMS, Secretary. and Managing Director

Money

CAN BE SAVED BY MEANS OF AN ENDOWMENT POLICY.

YOU CAN ONLY SECURE SUCH A POLICY WHILE YOU ARE IN GOOD HEALTH.

Pamphlets and Full Particulars regarding the New Accumulation Endowment Policy sent on application.

Confederation Life ASSOCIATION

W. H. BEATTY, President.

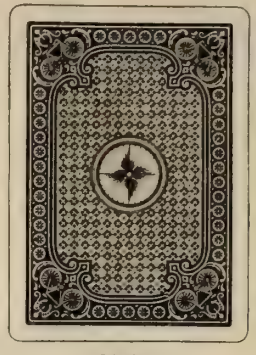
W. C. MACDONALD, ACTUARY. **J. K. MACDONALD,** MANAGING DIRECTOR.

HEAD OFFICE, - TORONTO, CANADA.


RIDER.


CUPID.




RACER.


AUTOMOBILE.

Copyright, 1902, by The U. S. Playing Card Co.

Card players everywhere prefer

Bicycle Playing Cards

and are dissatisfied if they cannot get them from their dealer.

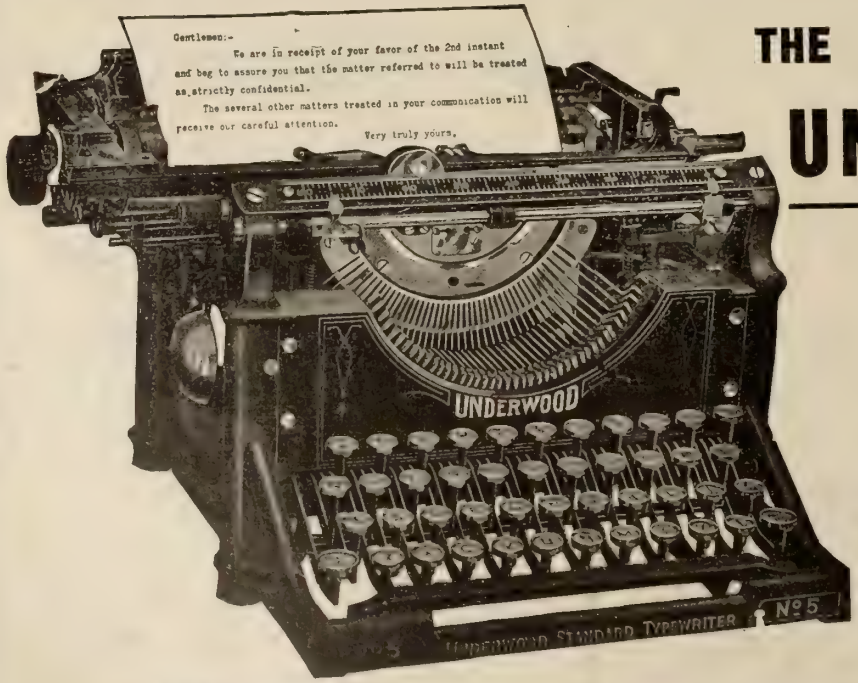
Bicycle cards are *good cards*. That is why there are more of them sold than of all other popular-priced brands combined. That is why players want them—why dealers have so many calls for them.

Then—the dealer knows he can recommend them safely—because they always give satisfaction, and a satisfied customer is a dealer's best advertisement.

Progressive dealers use them for leaders, and thus get the benefit of years of advertising and reputation for good quality.

Orders should be placed with jobbers.

The U. S. Playing Card Co., Cincinnati, U. S. A.



THE UNDERWOOD

The Writing-in-Sight Typewriter

Will do your work 25% to 50% faster than any other writing machine. Highest award "Grand Prize," St. Louis Exposition, 1904.

UNITED TYPEWRITER CO., LIMITED

7 ADELAIDE STREET EAST, TORONTO *and at* **99 ST. FRANCIS XAVIER STREET, MONTREAL**

HAMILTON LONDON OTTAWA QUEBEC ST. JOHN, N.B.

To The Trade—Greeting!

Raphael Tuck & Sons Co., Ltd.

LONDON PARIS BERLIN NEW YORK MONTREAL



Christmas Cards
Booklets

Calendars
Toy Books

Post Cards
(Unapproachable is the verdict of the entire press.)

Juvenile, Wedding, Baby and Gift Books

Photogravures
Art Studies

Private Greeting Cards

Dressing Dolls
Scrap Pictures
etc., etc.

Appreciating the rapidly-growing demands of the Trade in the Dominion and desiring to take due advantage of the opportunities which the Canadian Market offers,

Raphael Tuck & Sons Co., Ltd.

beg to announce that, on or about July 1st, it will open a

CANADIAN BRANCH AT

St. Antoine Street, (corner St. Genevieve Street), Montreal

It is confidently anticipated that the establishing of this Branch will cement the ties of Friendship and Good-will which have ever obtained between the Company and its Canadian Customers.

All goods sold in Canada will be F.O.B. Montreal and all shipments will be made from that point—all vexatious delays and other inconveniences will thus be entirely obviated.

A COMPLETE line of Samples will always be on exhibition at the CANADIAN BRANCH, which will be under the immediate supervision of a gentleman well-informed in all that pertains to the TUCK publications.

THE CANADIAN TRADE—wholesale and retail—are cordially invited to inspect the lines for 1906-7.

N B.—In April or May (of the exact date you will be duly advised) the Company's Travellers will exhibit samples in every important town in the Dominion.

C. Brandauer & Co.'s - Limited



CIRCULAR POINTED PENS

SEVEN PRIZE MEDALS.

These series of Pens neither scratch nor spurt. They glide over the roughest paper with the ease of a soft lead pencil. Assorted Sample Boxes, 6d., to be obtained from all Stationers. If out of stock, send 7 stamps to the Works, BIRMINGHAM. Attention is also drawn to our Patent Anti-Blotting Pens.

London Warehouse : 124, NEWGATE STREET, E. C.

Canadian Agents: H. O. KNOWLES CO., 511 Coristine Building, MONTREAL

SCRIBBLERS AND EXERCISE BOOKS

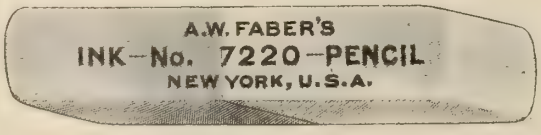


Large Variety of Covers. Historical, attractive and instructive descriptions of subject on back cover.

Samples and prices sent on demand.

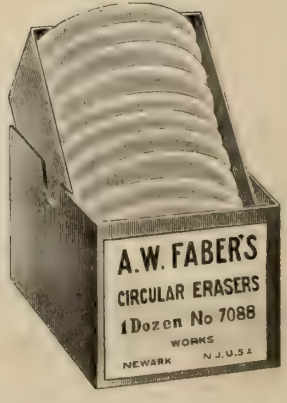
Librairie Beauchemin
LIMITED
MONTREAL





A. W. FABER'S

Pure Rubber Bands
Rubber Erasers



For Sale by all Leading Stationers

The Acorn and The Oak

The biggest trees in the world grow from the smallest seed. Likewise from a small beginning has grown the great business of the Dennison Manufacturing Company. The invention by E. W. Dennison of the paper eyelet made the shipping tag practicable.

The development of the tag business by Dennison methods made possible an industry that has brought millions of dollars to the stationers of America.

And so it was with the creation and expansion of the Dennison Crepe Paper idea; of Dennison's Crepe Napkins and Table Decorations; of Dennison's Passe-Partout Binding; of a thousand things that Dennison has devised and developed to make NEW business for the dealer. Now Dennison is making MORE business for the dealer by an advertising campaign on large and unique lines, the leading magazines of the country being used.

Will you benefit by it? There is room for you in the shade of this great tree. There is always room for more and more because the tree is ever growing.

We welcome your correspondence and inquiries. Let us tell you in detail what we are doing to increase the growth of YOUR business. Let us send you for careful distribution a supply of our educational books. They make more business wherever they go.

Ask us about our souvenir-postal-card plan for turning the local trade your way It's interesting!

Dennison Manufacturing Company

The Tag Makers

BOSTON, 26 Franklin St. NEW YORK, 15 John St. PHILADELPHIA, 1007 Chestnut St.
CHICAGO, 128 Franklin St. MONTREAL, Coristine Building. ST. LOUIS, 413 North Fourth St.

MANUFACTURING PLANT AT SOUTH FRAMINGHAM, MASS.



Souvenir Stationery

You cannot do better than add to your stock an assortment of Souvenir Stationery. It is always in demand, and now is the time to prepare for the summer trade by placing your order.

We are making a specialty of Souvenir lines and manufacture

Souvenir Tablets—

In three sizes,—Octavo, Ladies' Letter and Quarto, with views on each sheet.

Souvenir Papeteries—

In Oxford size, with views on each sheet.

Souvenir Post Cards—

In all styles,—plain, embossed and colored.

We have a catalogue specially devoted to our Souvenir lines giving full information which we will be glad to send upon request.

Warehouse and Factory,
82 to 94 SPADINA AVE.
Sample Room,
54 FRONT ST. WEST.
Paper Mills,
ST. CATHARINES.

W. J. GAGE & CO. LIMITED
TORONTO

THE

Bookseller and Stationer

Subscription, One Dollar a Year. Single Copies, Ten Cents.

Vol. XXII. MONTREAL AND TORONTO, CANADA, MARCH, 1906. No. 3.

PROMINENT DEALERS DISCUSS THE POST CARD TRADE.

A FEW dealers here and there throughout the more important trade centres of Canada have favored Bookseller and Stationer with their views of the picture post card business. They one and all agree that the trade has had a phenomenal growth. Some consider that it has reached its limit. Others hold that it will still grow. Their varied experiences, their selling schemes and their difficulties will be of interest and value to our readers.

Cloke & Son, Hamilton.

Last year we sold more post cards than ever before, but we don't find any of the phenomenal sales we hear about. Our best sellers are local view cards and comics and our equipment consists of three large revolving stands. We expect the sale to continue for some time longer.

We think our trade should keep the better cards, keep up prices, sell none less than 3c. or 2 for 5c., even though the cost is small. We think the cards that are put up in envelopes, 6 in a set, should be sold only in sets. This rule seems to prevail in most places, and works well, and means a 15c. sale instead of a smaller one, and the poorer sellers are not left on hand. A little courteous firmness is all that's needed.

R. A. J. Little, Oshawa.

The post card business had been booming for some time in other parts before we could work up any great demand for souvenir cards in our town. At last we decided to get a big variety and advertise and show them well, and try and create a good demand, which we did. Among other lines we got a close price from W. G. MacFarlane on 3,000 colored cards of one view. We had the following advertisement printed on the address side of about 2,000 of these cards (A) and had them delivered to every house in town. It seemed to give the post card business a start.

We kept the cards well displayed on poultry netting up the sides of the windows, also on large sheets of colored matting suspended from the ceiling of the windows. In making a post card window we had two large post card racks and an automatic display machine. These made a good background. On the bottom of the window we showed cards laid flat in boxes. We think more of these boxes for showing cards than we do of the display racks. When we have the boxes and the racks side by side on a table in the store customers will look the cards over in the boxes and not seem to notice the racks. These boxes are the ordinary stock boxes that Warwick Bros. & Rutter ship their cards in. Each box holds one hundred cards. And in using them for display purposes we use the lids as well, as each lid will hold as many as the box. We bought a few dozen extra boxes from them at a very low cost.

The style of card we have had the best success with is a sepia with egg-shell roughening, which we got from W. G. MacFarlane. It is not an expensive card, but a ready seller, as it has a good appearance and the picture is very clear. We had souvenir books of the town published by this firm, and had them use the same cuts in making cards. In this way we got a very close price

IT IS SOMETHING AWFUL
The way we are selling
POST CARDS
We have just received a lot of new ones of Churches, Streets, Hotels, Private Residences, Park and Lake Scenes. Also a pretty little book of Oshawa Views to sell at 25 Cents.
We also have a nice assortment of Xmas Post Cards. Some pretty designs.
LITTLE'S.

and a large variety of cards without having to take too many. Another way we took of getting a good variety of views without much outlay was to visit the local printers and get a collection of cuts of town scenes which they had used in one way and another. Of these we had only a few hundred of each printed, merely to have the variety.

We have boomed the post card business because there is money in it. We advertise the new cards as we get them. We keep a good assortment of comic, colored and leather cards, with the souvenir ones, as they brighten up the display and, of course, are easily sold. Occasionally we have customers who want these comics with the name of the town on them. We sometimes have the words "From Oshawa" printed on a number of cards to fill this demand.

By means of advertising we have worked up a great

demand for post cards for special seasons, such as Christmas, St. Valentine's Day, Easter, etc. We show there early in the season in the windows and mention them in the newspapers or on the dodgers which we send out every week.

We sell a great many albums by having them displayed near the cards.

Although the craze is getting to be an old one, it does not seem to be lagging any, as there seems to be more demand than ever for the good cards, and we see no reason why it should not last for years.

Charles L. Nelles, Guelph.

The post card business has reached its limit, in fact it did that a year ago, and now it is more of a staple line than a novelty. The sale was created from the album business and the rivalry of procuring the greatest number of different cards from all parts of the world, but it has become so cheap and extensive that the collecting has become tiresome and the number so great that they are too common.

As far as our business in concerned, they will always be kept for transient use, this being the easier way of reminding those at home of your whereabouts, but we do not expect the volume of trade we had last season, and within a short time it will be restricted to local views and cards for the seasons such as Valentines and Christmas ones.

Four or five years ago we put up our own cards. Special photos were taken, half-tones made, cards cut from cream bristol boards and printed by local men. These we sold in thousands until the Canadian manufacturers got the craze, and now we have special views put up by them. The sale last year would be from 20 to 30 thousand in my store. We also have an exclusive book of Guelph views made up by the Albertype Company, Brooklyn, and which retails for fifty cents. Of these we sold 900 in three months.

Do not think I am pessimistic and that the post card business is finished, as it is not, but I consider that it has reached its highest point. Besides, the cheap comic lines, some of which are too nasty, have helped considerably to bring down the tone of the whole line, and also to reduce the price. At present I have an order in for twelve thousand, which goes to prove that I am not yet quite out of it.

As for general business, I think 1906 will hold its own in all lines, but it will be a very difficult thing to beat 1905, which was a record-breaker, I think, in all these parts of Ontario.

Jas. I. Anderson & Co., London,

The development of the post card trade with us in the last few years has been quite wonderful. We remember with what fear and trembling our first order was placed for 3,000 cards, and our elation at the rapid disposal of them. We were the first here to handle the local souvenir cards, and for the first two years had quite a snap, but, alas, for competition, which develops quite as rapidly as the article itself. Soon all the other stores were in line, and now bazaars and even drug stores have entered the contest.

The cards in greatest demand are those of local interest, though there has been an increasing demand of late for Canadian views.

We find it difficult to make a proper display of cards, the variety is so endless. Our local views, with some special lines, we show in a revolving stand on the counter, and the other lines are shown in baskets. Assortments of Canadian scenes in one, comics in another, fancy in another, and so on. With regard to the possible continuation of the trade we are rather pessimistic. There will always be a demand, more or less, for the local view cards, but for the others we fear a slump at any time. There are signs now that in comics and fancy cards the demand is slackening.

There are altogether too many making souvenir cards; the market is fairly flooded, and speaking from our own experience, if we were to place orders with all the travelers who call on us soliciting, instead of thousands we would soon have millions.

One regrettable feature of the card trade has been the placing on the market by some dealers of numbers of comics which, to put it very mildly, are decidedly vulgar, and the writer has been more than surprised that some of the better class of retailers have given these cards a place on their counters.

We suppose the souvenir card line will be much the same as other lines, outside of those strictly staple; sales will fluctuate, some lines will drop out, and only those which appeal to the public will remain.

E. G. Nelson & Co., St. John.

The post card business has grown with us from a very small beginning about three years ago, to one of the most important branches of our business. We sell more of the local view cards than any other, but at the same time it seems that almost any artistic card will sell. We do not think there will be any sudden drop in the business and have little doubt that it will be good for some time yet.

AN IRREGULARITY IN THE BOOK TRADE.

IN the jobbing business in Canada there is an injustice being done that it might be well to refer to at the present time in the columns of Bookseller and Stationer. Most Canadian publishers represent certain other publishers either of Great Britain or the United States. As their representatives they alone are given a range of samples, enter into an agreement, in some cases introduce the whole line for the first time, and quite justly feel that they should be the proud possessors of the right to profit thereby.

The irregularity and injustice comes when another jobber with coveteous eye observes that he has missed something, and immediately sets out to out-do the rightful representative in a legal but nevertheless not a straightforward way.

An instance of this comes to the writer's notice at the present time. The Musson Book Company have entered into an agreement with I. N. Foulis, of Edinburgh and London, to be their sole representatives in Canada. Their success with this line last year prompted others to endeavor to secure the agency, who, being unsuccessful, got some English publisher to buy samples in such a way that they are not suspected as having been bought for Canadian trade, hoping to be able to practice the same deception with the filling of subsequent orders. In the meantime the Musson Book Company, who are the rightful representatives, suffer to the extent that the other benefits.

Again, how often the Canadian resident representatives of the English and American publishers are unjustly dealt with, and in some cases the esteem in which these publishers hold their representatives is lessened by an attempt on the part of Canadian publishers to deal direct. Surely there are regular channels through which trade should pass, and the reputation of all Canadian publishing houses suffers because of the petty smallness of some few.

PUBLISHERS' COLUMN

Summary List.

The following novels have been published since the last issue of Bookseller and Stationer appeared :

Title.	Author.	Publisher.
The Scarlet Pimpernel.	Baroness Orczy.	William Briggs.
A Son of the people.	" "	" "
Karl Grier.	Louis Tracy.	McLeod & Allen.
The Arncliffe Puzzle.	Gordon Holmes.	" "
The Weight of a Crown.	Fred M. White.	" "
The Dawn of To-Morrow.	Frances H. Burnett.	" "
The Last Spike.	Cy Warman.	" "
The Truth About Tolna.	Bertha Runkle.	Musson.
The Wheel of Life.	Ellen Glasgow.	"
The Yarn of Old Harbor Town.	W. C. Russell.	"
The Long Arm.	S. M. Gardenhire.	Poole.
Randor the Songsmith.	O. A. Liljencrantz.	"
Silas Strong.	Irving Bacheller.	"
Miss Primrose.	R. R. Gilson.	"
Saints in Society.	Mrs. Saunders.	Copp, Clark.
Carolina Lee.	Lilian Bell.	" "

The following novels will appear within the next few weeks :

Title.	Author.	Publisher.
The High Toby.	H. B. Marriott-Watson.	William Briggs.
The Mayor of Troy.	A. T. Quiller-Couch.	" "
Broke of Covenden.	J. C. Snaith.	" "
If Youth but Knew.	Egerton Castle.	Macmillan.
The Jungle.	Upton Sinclair.	McLeod & Allen.
The Golden Greyhound.	Dwight Tilton.	" "
The Girl from Tim's Place.	Chas. Clark Musson.	" "
Alton of Somasco.	Harold Bindloss.	" "
First it was Ordained.	Guy Thorne.	Musson.
The Genius.	Margaret Potter.	Poole.
My Sword for Lafayette.	Max Pemberton.	Copp, Clark.
Kid McGhie.	S. R. Crockett.	" "

McLEOD & ALLEN.

"Karl Grier," the new novel by Louis Tracy, which introduces the man with the sixth sense, was published on March 1 and is selling remarkably well. It is a Tracy book and that is sufficient to sell it.

Upton Sinclair's powerful novel dealing with the Chicago stock yards and entitled "The Jungle" will be out on March 15. This book has aroused intense feeling in the United States, where its socialistic tendencies have been bitterly assailed.

"The Arncliffe Puzzle," by Gordon Holmes, and "The Weight of a Crown," by Fred M. White, two stories of the detective variety, were issued late in February. Both have been in strong demand both in cloth and paper editions.

"The Dawn of To-Morrow," by Frances Hodgson Burnett, and "The Last Spike," by Cy Warman, were published on March 1. The latter volume is of particular interest to Canadians as its author is a resident of London, Ontario. The book contains a number of railroad stories.

March publications of McLeod & Allen include "The Golden Greyhound," by Dwight Tilton, "The Girl from Tim's Place," by Chas. Clark Munn, and "Alton of Somasco," by Harold Bindloss. (Cloth $1.25, paper 75 cents.)

WILLIAM BRIGGS.

William Briggs has secured for publication in April "The Expiation of Eugene," by Frederick H. Balfour, a strong novel by an English writer. (Cloth only $1.25.)

He has also arranged for the publication of a Canadian edition of "Count Bunker," by Clouston, the author of "Lunatics at Large." (Cloth only $1.25.)

William Briggs has just placed on the market Canadian editions of "The Scarlet Pimpernel" and "A Son of the People," both by Baroness Orczy. These two books have been extremely popular in England during the past Winter. (Cloth $1.25. Paper 75 cents.)

"The High Toby," by H. B. Marriott-Watson, being episodes in the career of a noted highwayman, will be ready about March 15, as will also "The Mayor of Troy," by A. T. Quiller-Couch.

The next McCutcheon book has been secured by William Briggs. Its title is "Cowardice Court." As usual the first edition will be beautifully illustrated and will have a unique cover design. It will be ready on April 1. (Cloth $1.25.)

"How to Prepare for Europe" is the title of a new guide book which is claimed to be the best yet. Everything is compressed into a single volume, which contains all the information and maps necessary for a journey to any part of Europe.

A Canadian edition of "Broke of Covenden," by J. C. Snaith, will be published immediately by William Briggs in cloth and paper editions ($1.25 and 75 cents).

On April 1 William Briggs will bring out a rattling romance, "A Motor Car Divorce," by Louise Clossen Hale. In view of the immense popularity of motoring, this book should be in considerable demand.

William Briggs has secured a 25-cent paper edition of "John Chilcote, M.P.," by Katharine Cecil Thurston. This is none other than "The Masquerader," masquerading under the title the book bore in the Old Country. At 25 cents the book should have a phenomenal sale.

THE COPP, CLARK CO., LIMITED.

Two of the Spring publications of this house are now on the market, "Saints in Society," the prize novel by Mrs. Baillie-Saunders, and "Carolina Lee," by Lilian Bell. The Copp, Clark Co. are also placing, for the American publishers, an edition of "In Old Bellaire," by Mary Dillon, author of "The Rose of Old St. Louis."

"My Sword for Lafayette," the new Pemberton book, will be ready about the end of the month. Advance orders are very satisfactory.

S. R. Crockett's new book, which is being marketed in the United States under the title of "Fishers of Men," will be published in Canada with the original title, "Kid McGhie ; A Nugget of Dim Gold." It is said to be written in Crockett's most popular and characteristic style. (Cloth, illustrated, $1.25.)

The Copp, Clark Co. will have the only bona fide new novel by Guy Thorne written since "When It Was Dark" was published. It bears the title "Made in His Image," and is a remarkable study in sociology, contrasting the beliefs and methods of two Oxford graduates, both of whom struggle for the amelioration of the human race.

"The Corsican Lovers," by Charles Felton Pidgin, is a story of the Vendetta, to be published this Spring. Its author will best be remembered from his earlier book, "Quincy Adams Sawyer," of which over 300,000 copies have been sold.

Among Spring books arranged for by The Copp, Clark Co. may be mentioned "The Golden Arrow," by T. Jenkins Hains, "The Malefactor" by E. P. Oppenheim, "The Great Refusal" by Maxwell Gray, "The Healers" by Maarten Maartens, "Henry Northcote" by J. C. Snaith, "The Freemasons" by L. S. Gibson, and "A Diplomatic Adventure," by S. Weir Mitchell.

"Common Ground" is the name selected by Sydney H. Preston, of Toronto, for his new novel. It is an amusing story of a man, a woman and a chicken farm. The Copp, Clark Co. will bring out the Canadian edition.

"Landscape Painting and Modern Dutch Artists" is an art book that will delight art lovers. It is written by E. B. Greenshields, of Montreal, is profusely illustrated and sells in cloth only at $2 per volume.

The Copp, Clark Co. have made a special arrangement with the Saalfield Publishing Co., of Akron, Ohio, whereby they will have sole control in Canada of the latter's

Muslin Books for children. These are rag toy books and as the saying goes

"They may be washed
And the colors will not run.
A child can chew them
And have lots of fun."

The Muslin Books come in four sizes, which retail at 15, 25, 50 and 75 cents according to size.

THE MACMILLAN CO., OF CANADA.

"The Portreeve," by Eden Phillpotts, which appeared on February 8, is enjoying what the publishers consider a phenomenal sale.

The Macmillan Company have just brought out a new "Life of John Wesley," for which they expect great things. It is written by Professor Winchester, of the Wesleyan University, whose former writings on criticism, etc., are well known. The treatment is from an entirely new standpoint and will represent the feeling of the modern Methodist Church. ($1.50.)

New novels shortly to be published are Egerton Castle's "If Youth but Knew," Owen Wister's "Lady Baltimore" (April) and Winston Churchill's "Conniston" (June).

Among books of reference the Macmillan Company have already issued "Who's Who" (1906) and they will shortly publish "The Statesman's Year Book" and "The Writers' and Authors' Year Book."

A book which will have great interest for Canada is Andrew Macphail's "The Vine of Sibmah." This author is very well known in Montreal circles and will be remembered for his "Essays in Puritanism." In fact, this new book of his is the fiction side which developed from the study of the material used in his essays.

New books that are still selling extremely well are Lord Randolph Churchill's "Biography," Crawford's "Salve Venetia," B. L. Putnam Weale's "Re-shaping of the Far East," Holman Hunt's "PreRaphaelitism," and the new edition of "In Memoriam" with Tennyson's notes.

HISTORICAL PUBLISHING CO., TORONTO.

The first illustrated edition of "Wacousta," a tale of the Pontiac Conspiracy, by Major John Richardson, which was originally published in 1832 in London, England, will be published about the end of the month by the Historical Publishing Company. Many critics consider "Wacousta" to be the greatest Canadian novel. At any rate the present edition will be a handsome one, with a striking cover design and five full-page illustrations by Charles W. Jefferys.

OLIPHANT, ANDERSON & FERRIER.

Oliphant, Anderson & Ferrier, of Edinburgh and London, announce a book for young men which is sure to awaken interest in many people in this country. The author is the Rev. Albert G. Mackinnon, whose father was a minister in Hopewell, Nova Scotia, and Georgetown, Prince Edward Island, and whose brother, the Rev. Clarence Mackinnon, is so well-known throughout the Dominion. Mr. Mackinnon is minister of the United Free Church, Lochmaben, Dumfriesshire, Scotland, and his Sabbath evening lectures are regularly published in the local paper. The volume is for young men, and it is written in the language of to-day. The title will be: "Spiritually Fit: A Young Man's Equipment."

THE MUSSON BOOK CO.,

The paper edition of "My Friend the Chauffeur," issued last month, is meeting with quick sales.

The reading public is being attracted not only by the pretty cover but by the literary merits of "Barbara Winslow, Rebel," by Elizabeth Ellis, of which the Musson Co. are marketing the Canadian edition. The American publishers have already printed five editions inside of four weeks.

The Musson Book Company have just brought out "The Truth about Tolna," by Bertha Runkle, author of "The Helmet of Navarre," in cloth only. In this story is to be found a five-sided battle-royal between three men for the hearts of two bewitching maidens. Both heroines have not only beauty and wealth but mind and character.

Already the first Canadian edition of "The Wheel of Life," by Ellen Glasgow, has been sold out and the second is moving well. Ellen Glasgow has won many friends among Canadian readers to all of whom her new novel will be welcome.

Guy Thorne's new novel, "First it was Ordained," will be ready shortly. This is unquestionably a strong novel, with a remarkable dramatic plot, full of fiction. It is an appeal to all against the greatest social curse of the Anglo-Saxon race.

Other novels to be ready at an early date are "What Happened to Pam," by Bettina van Hutton, author of "Pam"; "Kenelm's Desire," by Hughes Cornell, a story of British Columbia and Alaska; "The Wire Tappers," by Arthur Stringer, a story of the endeavors and sacrifices of an attractive English girl in behalf of an electrical inventor; "Sands of Pleasure," by C. Young; "Folly," by Edith Rickert, a two-edged title, the nickname of the charming high-spirited heroine and the keynote of her life's action; "Hazel of Heatherland," by Mabel Barnes-Grundy. A new and illustrated edition of "The Fight for Canada," by William Wood, will also be published at $2.50 net.

POOL PUBLISHING CO., LIMITED LIMITED.

About March 15 the Poole Publishing Company will issue "The Genius," by Margaret Potter. It is a study of temperament, the chief figure being a man who because he was endowed with the genius of a musician, had to fight out his life problems in that solitude of soul which is always the school of those who would encompass any enduring achievement. The scene is laid in Russia.

A further supply of "The Principles of Money and Banking," by Charles A. Conant, a monumental work on finance, is now on hand.

"Men and Things," the first of Mark Twain's series of books of humor, is now ready. The noted humorist is merely acting as an editor in this series and the writings of several other humorists are included.

In the series of "Heroes of American History," the volume by Frederick A. Ober on "Columbus, the Discoverer," is now on the market.

Since the last issue of Bookseller & Stationer the Poole Publishing Co. have brought out "The Long Arm," by Samuel M. Gardenhire, "Randvar the Songsmith," by Ottilie A. Liljencrantz, "Silas Strong," by Irving Bacheller, and "Miss Primrose," by Roy Rolfe Gilson.

The Spring announcement list of A. & C. Black, for whom the Macmillan Co. act in the Dominion as the sole agents, shows many interesting additions to their beautiful color books; principally among these we may mention "Thames," "Constantinople," "Greece," "Sussex," "Wessex," "Algeria" and "Tunis" in the $6 series, and "Brudges" and "The Highlands and Islands of Scotland" in the $3.50 series, and other color books among which is included one on "English Costume." "The Blackmore Country" will be a color book which will appeal to a very large circle of readers on account of the familiarity that everyone has with "Lorna Doone."

SPRING PUBLICATIONS, 1906

Saints in Society	Margaret Baillie-Saunders	cloth only, **$1.25**
Kid McChie	S. R. Crockett	" **1.25**
My Sword for Lafayette	Max Pemberton, Illus.	paper, **75c**; cloth, **1.50**
Giant Circumstance	John Oxenham, Frontis.	" **75c**; " **1.25**
The Mystery of a Motor Car	William Le Queux	" **75c**; " **1.25**
Dearlove	Frances Campbell	" **75c**; " **1.25**
Loveday	L. T. Meade, Color Illus.	" **75c**; " **1.25**
Under the English Crown	Firman Roz	cloth only, **1.25**
The Heritage of the Free	David Lyall	paper, **75c**; cloth, **1.25**
Made in His Image	Guy Thorne	cloth only, **1.25**
Carolina Lee	Lilian Bell	paper, **75c**; cloth, **1.25**
The Golden Arrow	T. Jenkins Hains	" **75c**; " **1.25**
Landscape Painting	E. B. Greenshields	cloth only, **2.00** net
The Freemasons	L. S. Gibson	paper, **75c**; cloth **1.25**
The Malefactor	E. P. Oppenheim	" **75c**; " **1.25**
In Old Bellaire	Mary Dillon	cloth only, **1.25**
A Diplomatic Adventure	S. Weir Mitchell	" **1.00**
The Great Refusal	Maxwell Gray	" **1.25**
The Healers	Maarten Maartens	paper, **75c**; cloth, **1.25**
Henry Northcote	J. C. Snaith	" **75c**; " **1.25**
The Corsican Lovers	Chas. Felton Pidgin	cloth only, **1.25**
Common Ground	Sydney H. Preston	" **1.25**

PUBLISHERS

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TORONTO

BOOKS OF THE MONTH

ELLIS, BETH.—"Madame, Will You Walk?" Toronto: Wm. Briggs. Cloth, $1.25. A charming book, dainty in style, full of sprightly wit, and a keen appreciation of the social amenities of the time of Queen Anne. With facile pen the writer has depicted the stately dames, the gallant gentlemen and extravagant wits of the period in a series of pretty stories in which the same characters are made to appear in separate tableaux.

GRIFFITHS, ARTHUR. "The Passenger from Calais." Boston: L. C. Page & Company. Cloth, $1.50. This is an odd story of the chase for the heir of a British nobleman, here and there through Switzerland, France and Italy. Variety is added by the fact that the different characters are each called on to give their experiences from time to time. The The chase is the result of a divorce case, the mother determining to keep her child. She is aided by a sister, who resembles her closely, and a British officer. On the other side are the husband and several detectives.

MAGNAY, SIR WILLIAM.—"A Prince of Lovers." Toronto: Poole Publishing Co. Cloth, . A rattling good story of the Zenda variety, with a beautiful princess, a prince incognito, a plotting prime minister, secret meetings, assassinations, an elopement, a robber chieftain and all the other settings that go to make an absorbing romance. Withal the story is ably handled, not a scene is overdrawn or burlesque and the interest is kept up to the very end.

RIVES, HALLIE ERMINIE.—"Tales from Dickens." Indianapolis: The Bobbs-Merrill Co. When Charles and Mary Lamb wrote their "Tales from Shakespeare," they did a service to the youth of the land that will not soon be forgotten. Following their example, Miss Rives has attempted in this book to treat the novels of Charles Dickens after the same fashion. She has succeeded in simplifying fifteen of the longer novels and putting them in a form suitable for youthful readers. A short sketch of Dickens' life is inserted as a preface and before each tale comes a table, giving time, scene and characters. A list of all the characters is appended. The book is printed in large type and contains several excellent illustrations.

ROBERTS, MORLEY.—"The Idlers." Boston: L. C. Page & Co. Cloth, $1.50. In "The Idlers" Mr. Roberts presents a picture of modern high society life in London, with its gossips, its scandals and its evil influences. He plunges his hero—a fine looking but brainless young aristocrat—into this fast life, from which he finally emerges, singed it is true, but none the less a sadder and a wiser man. The portrayal of the various characters in the book is admirable.

SIENKIEWICY, HENRYK.—"On the Field of Glory." Boston: Little, Brown & Co. Cloth, $1.50. A romance of the seventeenth century in which a tender love story is interwoven with historical occurrences in Poland at a time when the Turk threatened the invasion of that country and the famous John Sobieski was the ruling sovereign. Feasting, love, chivalry and the tumult of warfare, all play a part in this brilliant tale by an already famous author.

WARMAN, CY. — "The Last Spike." New York: Charles Scribner's Sons. Toronto: McLeod & Allen. Cloth, $1.25. Here we have another choice little volume of those stories of railroad life for which Mr. Warman is justly famous. The title comes from the first story, which tells of the completion of a great transcontinental road. Our own Grand Trunk Pacific gives occasion for two or three sketches of engineering life in the west. "The Mysterious Signal" is a weird story that is as good as anything in the book. Altogether there are seventeen stories.

WINTLE, GILBERT.—"Strange Partners." Toronto: Poole Publishing Co., Limited. Cloth, $1.25. A story of two burglars who engage in several ventures with an amount of ingenuity worthy of a better cause and in every instance are successful. Contrary to wont they are not overtaken by retributive justice but escape with their ill-gotten gains.

ASHTON, MARK.—"The Head of Gold." Toronto: Poole Publishing Co., Limited. $1.25. A story of the Australian gold diggings. Rupert Layburne, through the commission of a crime, becomes possessor of a wonderful nugget. Though made rich his life proves a failure. His partner, Reginald Steele, after a varied career as digger, bushranger and London City magnate, is reclaimed through the devotion of his long lost though ever loyal wife, thus fulfilling a superstition connected with the famous nugget.

BOYCE, NEITH.—"The Eternal Spring." New York: Fox, Duffield & Co. Cloth, $1.50. Showing love, the eternal spring of happiness, as exemplified in the lives of two young Americans who meet in Italy. Carleton goes to Italy a nervous wreck, thinking he is in love with a former friend, but meeting her after a lapse of several years he finds it is not really love he feels for her but merely friendship. He transfers his affections to her cousin, a young musician, who fancies she has inherited insanity and should never marry. However, all comes right in the end, when they find eternal spring. A very interesting and enjoyable little love story.

ELLIS, ELIZABETH.—"Barbara Winslow, Rebel." Toronto: The Musson Book Co., Limited. Cloth, $1.50. A tale of adventure founded upon incidents in the Monmouth Rebellion. The heroine, Barbara Winslow, is endowed with beauty and courage. A merry heart and a ready wit carry her safely through unlooked for misfortunes, while her womanly sympathy and tact bring comfort to many who, like herself, suffered unjustly in those troublous times.

PHILLPOTTS, EDEN. — "The Portreeve." Toronto: The MacMillan Co. of Canada. $1.50. A story of unusual power. The scene is laid in Devonshire. Mr. Phillpotts has caught the spirit of the moor and infused it into the men and women who live in this his latest book. The sombre, passionate earnestness of Dodd Wolferstan, the Portreeve—the kindly humor of Dicky Barkell, the gentle cynic and freethinker—and the cruel vindictiveness of Primrose Horn, are realistic human expressions of the wide moorland country vivid in portraiture and true to nature.

QUICK, HERBERT.—"Double Trouble." Indianapolis: The Bobbs-Merrill Co., Toronto: McLeod & Allen. Cloth, $1.25. Herbert Quick has created quite a distinctive comedy novel, based on the old idea of a dual personality. Florian Amidon, a quiet, reserved business man, starting off on a holiday trip to some

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A novel of Modern Life in New York

By Bertha Runkle

Auther of "THE HELMET OF NAVARRE"

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The Wheel of Life

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First it was Ordained

Ready March 20th

By Guy Thorne

Author of "WHEN IT WAS DARK."

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What Happened to Pam

Ready April

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Cloth, $1.25

Kenelm's Desire

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By Hughes Cornell. Cloth, $1.50

The Hero of this interesting Novel is an Alaska Indian, adopted and educated by a white family of British Columbia. It is a new field—A charming story—and the author has been highly praised for her faithful and realistic delineation of the Indian character.

The Wire Tappers

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By Arthur Stringer

Author of "The Silver Poppy"

Illustrated, 12-mo, Cloth, $1.50

The author is at his very best in this Novel, the Heroine a beautiful English girl, and the Hero an electrical inventor, combine to hold the interests and sympathies throughout.

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A hand-book of advances of sterling costs in decimal currency from one penny to 1,000 pounds, with a FLANNEL TABLE, from 20 to 100 shillings per piece of 46 yards; by R. CAMPBELL and J. W. LITTLE. Cloth, 75c.; leather, $1.00

The Canadian Customs Tariff,
Revised to date, containing lists of warehousing ports in the Dominion, the Franco-Canadian treaty, extracts of Canadian Customs Act, Sterling Exchange, Francs, German Rixmark, at Cadadian Customs values, also a table of the value of francs in English money, Harbor Dues, etc, etc. Cap 8 vo, cloth. Price, 50c.

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fishing reserve, suddenly awakes to find himself translated into another man and well on the way to New York. It happens that the other man has the reputation of being a loud, sporty individual, and the lover of any pretty woman who chances in his path. This occulation of the hero into the body of such a man gives opportunity for the working out of many a dramatic situation.

REMINGTON, FREDERIC.—"The Way of an Indian." New York: Fox, Duffield & Co. Cloth, $1.50. The weird mystery that surrounds the life of the Indian, influencing all his actions, is painted very vividly in this book. White Otter, on the brink of manhood, visits the land of the spirits and communes with them. He finds his shadow in a brown bat, which he kills and carries thenceforward as an amulet. Then he sets out to become a warrior, stealing ponies and killing an Absaroke. The book continues his life until he becomes a chief and eventually dies after a fight with the white men.

RUSSELL, W. CLARK.—"The Yarn of Old Harbor Town." Toronto: The Musson Book Company. Whether or no the reader is convinced after reading this novel that it would be possible for a girl like Miss Lucy Acton, the heroine, to marry Mr. Walter Lawrence, the hero, after he had cheated her father and run after her, is neither here nor there. The fact is he did do all this, abducted the girl in one of her father's own ships and started across the Atlantic with her. A pursuit followed and he was captured. Then Lucy relented.

MONEY IN THE TABARD INN LIBRARY.

CANADIAN booksellers and stationers are offered a splendid opportunity to reap all the advantages accruing from circulating libraries, with only a small investment, by the attractive proposition of the Tabard Inn Library, affiliated with the Booklovers' Library Company, of Canada, with head office at 596 St. Catherine street west, Montreal. A perusal of their advertisement in this issue clearly shows the advantageous terms for the first bookseller introducing this feature in his town.

A 25-book library, with which is furnished an attractive bookcase free, is sold at $25. It is obvious that even in a small town a membership of 25 can soon be gained, and each member pays the bookseller $1.50 for his first book, thus giving a clear profit of 50c. at the start from each member. The bookseller makes $12.50 on securing his membership, and soon gets back his original investment from the rental, which is left to his discretion. In two months the original investment shows a nice tidy profit, and if larger libraries are possible a handsome income is assured. The revolving bookcase illustrated in the advertisement, valued at $50, is given free with a two hundred book library, costing $175.

Booksellers are aided in every conceivable way to make the investment a sure success and the privilege of exchanging books at a cost of only 5c. insures keeping on hand constantly bright new readable matter. In the selection of the original library an extensive list of over 500 titles is afforded. Circulars and full particulars may be had by writing the Canadian headquarters at Montreal, mentioning The Bookseller and Stationer. It is obvious that a library of this nature is valuable in attracting customers to the store.

The present offer of the Booklovers' Library Company, of Canada, is made owing to the many calls for this service in Canada as a result of the success of the Tabard Inn Library in the United States. This has decided them to enter upon an active campaign in Canada.

1906 YEAR BOOKS.

ADAM AND CHARLES BLACK, London, England, have seen to it that their three valuable publications—"Who's Who," the "Who's Who Year Book" and "The Englishwoman's Year Book"—should continue to grow in bulk and contents, and a glance at copies for 1906 shows that they are thoroughly up to date.

Scarcely a day passes but what some man or woman performs some act or accomplishes some work, which claims for him or her a place amongst present-day celebrities. All such as these have their names added to the ever-increasing list of prominent persons, which "Who's Who" contains. It contains something over 17,000 condensed biographies of nobilities, notables, novelists, artists, soldiers and celebrities of the day. Each miniature biography has been carefully revised by the subject of the sketch in question, so that those who refer to this book can place all confidence in the facts and statements it contains. Such a publication is, for many reasons, almost indispensible to professional men, and business men also should find its information of great value.

* * *

The "Who's Who Year Book," which originally formed part of "Who's Who," is the companion to the latter book, and is published at 1s. 6d. It is composed of numerous tables, which at first formed the nucleus of the book which eventually developed on different lines into a biographical annual. The "Who's Who Year Book" contains numerous lists of societies, their official secretaries, registers, etc., which it would be difficult to obtain anywhere else.

* * *

"The Englishwoman's Year Book," which is edited by the organizing secretary of the National Union of Women Workers of Great Britain and Ireland, is now in its 24th year, and in its eighth in its enlarged and remodeled form. Women workers of all classes will find the large amount of information it contains a great help to them in their labors. All those who are connected with the social or industrial departments of women's work will find many items of intelligence in this volume, and their efforts will be lightened by the possession of such a handy book.

* * *

The great number and variety of topics dealt with in "The Little Red Book," as the "Daily Mail" Year Book is familiarly called, renders the task of reviewing it by no means an easy one. It is one of the most instructive books published, and possesses the great advantage of being totally devoid of party feeling or bias. It presents to its readers the essential facts of the main questions of the day, and an unvarnished summary of all the chief events of the past year, leaving them to draw their own conclusions from the mass of information it offers in connection with each individual subject. Facts and figures have, however, been carefully "boiled down" and rendered as comprehensible to the ordinary intelligence as possible.

There probably is not another book published which contains such a volume of useful information in so small a space. The Year Book contains some 450 pages, and is published at 1s. 6d by the Amalgamated Press, Limited, Carmelite House, London, England.

MAGAZINE COUNTER

MAGAZINE NOTES.

Beginning with the March issue, the price of the World To-Day has been advanced to fifteen cents per copy, or $1.50 for yearly subscriptions. The trade price is eleven cents, returnable. This gives a 4c. margin to dealers, instead of only 2½c. It has long been matter of wonder that the publishers could get out such a high-grade periodical as the World To-Day at a dollar a year.

The Munsey publications, especially the new Scrap Book, are receiving considerable advertising in the newspaper press and in the magazines. This is the first advertising done by the Munsey Company in twelve years. An innovation in Munsey's Magazine is the carrying of reading pages in the advertising section, so that advertisers may be given preferred positions opposite reading matter.

Everybody's for March is a strong number, opening with an entertaining character sketch of the late Marshall Field. Among other readable articles in this issue may be mentioned "The Invisible World," giving an account of the life and work of spiritualists, "The Old-Time Revival," and "Soldiers of the Common Good."

The March Cosmopolitan is chiefly notable for the opening chapters of "The Treason of the Senate," in which David Graham Phillips begins his attack on that body. A set of drawings, illustrating an article on "The Girl of the Middle West," by Elbert Hubbard, is an attractive feature of the issue. "Famous Forgeries" and "The Logical Death of Sarah Bernhardt" are other interesting contents.

Pearson's (American) contains eight short stories and the opening chapters of a new serial, "The Plow-Woman," by Eleanor Gates. It also numbers among its contents "Historic Weddings of the White House," "Maryland" in the series of the States, and "The Stories of the Squaw-Man and Peter Pan."

A lengthy and instructive article on "Texas and the Texans" appears in the current issue of World's Work. Other contents are "The German Army," "The Growth of Fletcherism," "Growing Oranges in California," "Automobiles for Everybody," "The Average Man and his Money."

The most notable contribution to the current issue of the World To-Day is a paper on the "Liberal Policy," by Sir Henry Campbell-Bannerman, the British Premier. Other contents are "Measuring the Earth," "The Girl Behind the Counter," "The New Rival of the Steam Engine," "Commercializing Amateur Athletics," "Deserted Ireland," "Birds that Nest in Colonies," etc.

"The Story of Actaeon, a Virginia Deer," is a prettily illustrated nature article that opens the current number of St. Nicholas. In "The Coward of the Eleven," Ralph D. Paine tells a good football story. There are instalments of the three serial features now running in St. Nicholas, verses, stories and pictures, all of interest to the young folk.

The contents of the March Review of Reviews are, as usual, lengthy and varied. Some of the more attractive titles are "The late King of Denmark," "A Park of Patriotism," "The Imperial Chinese Special Mission," "What England can Teach us in Athletics," "The Children's Court in American City Life," "Three Unarmed Men Cross the Sahara," "Some Methods of Regulating Immigration."

Chambers's Journal is, as usual, replete with good things. From the March table of contents the following interesting titles may be picked, "Chinese Cities," "A Veritable Magnum Opus," "Father Rhine," "Domestic Service," "American Gold Prospectors," "A Winter Shore," "English Public School Education from a Colonial Point of View," "Bishops as Legislators," "Relics of the Inquisition," "Persian Irrigation Channels."

Among the features promised for the April issue of the Atlantic Monthly are "Making Education Hit the Mark," "Criminal Law Reform," "The Testimony of Biology to Religion," "Railroad Securities as Investments," and "The Re-shaping of the Far East."

The novelette in the April Lippincott's will be "The Battle of the Fools," by Samuel Merwin. The story deals with a struggle between a big railroad and a man. The number will be out on March 21.

For their next issue the publishers of Appleton's Booklover's Magazine promise articles on "Tom Johnson," by D. G. Phillips; "The Modern Public Library," "The Ancient American Mystery," "The Looting of Alaska," poems by Bliss Carman and Florence Wilkinson, and stories by Edith Wharton and others.

The Arena for April will contain "Federal Regulation of Railroad Rates," "Main Currents of Thought in the Nineteenth Century," "The Single Tax," "Preliminary Strikes and the Eight-Hour Struggle," "The Color Line in New Jersey," "A Calm View of the Divorce Question," "America in the Phillipines."

The American Magazine for April will contain, in addition to a gooly supply of fiction, "Light: The Great Civilizer," "Speculating in Manslaughter," "From Yerkes to Dunne," the story of Chicago traction control and a series of individual portraits of the justices of the U. S. Supreme Court.

The first of the important series of "Railways of the Future" will appear in the April Scribner's and will deal with "The Pan-American Railway." Ernest Thompson Seton will describe "The Caribou and his Kindred." "The Waters of Venice" will be a beautifully illustrated article by Arthur Symons, while Sir Francis Seymour Hadden's etchings will be the subject of a choice article.

The romantic development of steel and iron in America and incidentally the story of a thousand millionaires and the history of the billion-dollar steel trust will begin in the April issue of Munsey's Magazine and will extend through twelve issues. It will be lavishly illustrated. The same number will contain "The Irish in America" in the series of race articles.

Rudyard Kipling's new serial, "Robin Goodfellow, His Friends," will begin in the May number of McClure's Magazine. It is the first serial from Mr. Kipling's pen to appear since "Kim" was published in the same magazine five years ago.

Two features in fiction will be found in the April Pall Mall. Mr. Lawrence Mott will contribute "A Day's Work with the Mounted Police," and Mr. Cutcliffe Hyne will introduce Commander McTurk in a new and thrilling situation in a story entitled "Taking Water."

A remarkable human document will appear in print for the first time in the April Century. It is a narrative of the events during and after the Battle of Waterloo, written by Lady de Lancey, wife of Colonel de Lancey of Wellington's staff. There will also be published letters from Sir Walter Scott and Charles Dickens, written in admiration of the narrative. Not the least interesting feature of the story is the light it throws upon the primitive conditions of Wellington's surgical service.

The publication of the Harmsworth Self-Educator goes steadily forward. Number 6 appeared early this month. It is not too much to say that this great work has been a pronounced success in Canada and many earnest people are deriving great benefit from it. Canadian dealers are also finding it a good proposition to handle. The bright red cover and the advertising devices which have been supplied from the head office render display easy.

A WEEKLY EDITION FOR CANADA.

The Times, of London, England, are endeavoring to promote the circulation of the Times Weekly Edition in Canada. A special four-page supplement for Canada is now published with the ordinary edition, and as a special inducement new subscribers will be given a free subscription to any one of eight Canadian publications, on payment of the ordinary subscription to the Times Weekly Edition. Mr. F. S. Wright, of Ottawa, Ontario, is the Canadian agent of the Times, and will be pleased to receive communications from newsdealers and others throughout Canada who are interested in the promotion of the reading of British literature in Canada.

THE TIMES

WEEKLY EDITION

"The Empire's Leading Weekly."

The Times (London, England) is now issuing with its Weekly Edition a Special Supplement for Canada and the United States.

It contains all the Canadian and American News of interest to Canadians which has appeared in ***The Times*** during the current week

Subscription rate $3.15 per annum post free. ***With Financial and Commercial, Literary or Engineering Supplement*** $4.72.

Newsdealers who are not receiving "The Times Weekly Edition" should order a regular supply at once. Trade terms and full particulars on application to

F. S. WRIGHT, Canadian Agent, "The Times," Ottawa, Ontario.

New Spring Fiction

TO BE PUBLISHED BY

THE MACMILLAN COMPANY OF CANADA, LTD. TORONTO

THE PORTREEVE. By Eden Phillpotts, Author of "The Secret Woman," "Knock at a Venture," etc., $1.50

LADY BALTIMORE. By Owen Wister, Author of "The Virginian," etc. (early in April) $1.50.

IF YOUTH BUT KNEW. By Egerton Castle, Author of "The Pride of Jenico," etc. (April) $1.50.

CONISTON. By Winston Churchill, Author of "Richard Carvel," "The Crisis," etc. (June) $1.50

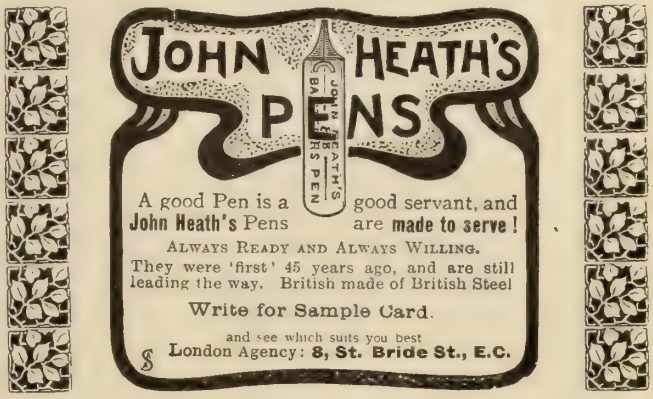
THE GARDEN YOU AND I. By the Author of "The Garden of a Commutor's Wife," $1.50.

THE VINE OF SIBMAH. By Andrew McPhail, $1 50.

BOOKS NOW AMONG THE BEST SELLERS :

Major's YOLANDA, Hewlett's FOOL ERRANT,
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Phillpott's KNOCK AT A VENTURE.

Illustrated. Each, $1.50.



TO CANADIAN BOOKSELLERS

Before making up your orders for English Publishers, be sure to secure S. W. PARTRIDGE & CO.'S Catalogue and Lists of New Books for the coming Season.

S. W. PARTRIDGE & CO., can offer specially low rates for really high-class productions.

For Artistic Bindings, Charming Designs, Exquisite Pictures, you cannot get any better Books than PARTRIDGE'S.

S. W. PARTRIDGE & CO., 8 and 9 Paternoster Row, London, England

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Circulating Libraries for Sale

THERE are now in circulation in the United States and Canada fully a million Tabard Inn books. People carry them around with them everywhere and exchange them wherever they find a branch Tabard Inn Library. The immense number of these books in circulation has created a growing demand among storekeepers for branch libraries. To meet this demand we are selling Tabard Inn Libraries outright, giving with each sale the privilege of exchanging all the books in bulk for other books as often as the merchant chooses and at very small expense. A 25-book library costs **$25.00**; a 50-book library costs **$45 00**; a 75-book library costs **$62.50**; a 100-book library costs **$85.00.** With each library purchased we give a handsome ***Tabard Inn Book Case FREE.***



We give you a Book List of 500 Titles to choose from. You make your own selection of Books and we ship these Books and the Book Case by freight immediately upon receipt of your order. We supply full directions as to the best method of managing the Library, not only to attract customers to your store but to make a good profit for yourself out of the Library business. There is no way in which you can invest One Hundred Dollars and get from it such large daily cash returns.

How to Make Money Operating a Library

The usual charge for exchanging a Tabard Inn Library book is Five Cents for each exchange. A few Libraries charge Ten Cents; others charge a cent a day or two cents a day, or five cents a week or ten cents a week. When you purchase your Library outright you have the privilege of making whatever local terms with your members that you choose. The labels in the Books are adapted to any of the above-mentioned prices. One Hundred Books rented at Two Cents a day will bring you $50.00 a month, or at One Cent a day, $25.00 a month. You get your original investment back in a month or two. A 200-Book Library will bring you a handsome income. But the storekeeper must not overlook the fact that the Library will attract custom to his store. Some merchants find the income from this source more valuable than the Library fees that are charged. There is nothing so pleasing in a shop as a display of Beautiful Books.

We Exchange Libraries. You can send back Library Books as often as you like, and we shall exchange them for others at a cost to you of only Five Cents per volume, you to pay the carriage both ways. In this way you can keep your library fresh and attractive all the time and at very small expense Write for special circular.

The first application from a town or city district will have the first consideration.

MAKE APPLICATION DIRECT TO

THE TABARD INN LIBRARY

Home Office: 596 St. Catherine St. West - MONTREAL

THE
BOOKSELLER AND STATIONER
and Fancy Goods Review.

Published promptly on the second Wednesday of every month.

The MacLean Publishing Company, Limited
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Publishers of Trade Newspapers which circulate in the Provinces of British Columbia, Saskatchewan, Alberta, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, P. E. Island and Newfoundland.

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Subscription, Canada and the United States, $1.00.
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Cable Address: "ADSCRIPT," London; "ADSCRIPT," Canada.

Vol. XXII. MARCH, 1906. No. 3

MISS F. J. FRAZER, Hamiota: "I enjoy Bookseller and Stationer very much, 'particularly' on account of best-selling books."

THE PICTURE POST CARD.

WE are inclined to believe that the picture post card has come to stay. While it may never again be the rage it is at present, yet like the bicycle it has a utility, which will ever ensure a demand in years to come. In simple phrase it will pass from the novelty stage to the staple stage.

No doubt when the ordinary post card was introduced to the astonished public years ago it aroused quite as much interest as the picture post card did a few years back. And yet the ordinary post card is quite a common and useful commodity to-day.

The function which the picture post card will fill in years to come will be identical with that of the photograph. The traveler must bring home with him pictures of the scenes he has visited. A few years ago the favorite plan was to purchase photographs. Then came the camera, and to-day no traveler with any pretensions to a complete outfit travels without his or her kodak. But an improvement on both these plans is the picture post card. A good post card has all the merits of a photograph. It is ridiculously cheap and a traveler can purchase dozens of cards at as small a cost as he could make a single print himself.

As long as people travel and as long as there is curiosity to see different parts of the world, so long will there be a demand for the picture post card.

COURTESY DEMANDED.

RECENTLY a valued reader of Bookseller and Stationer asked us why we didn't teach some lessons in courtesy to bookkeepers and other subordinate officers of wholesale firms. It had been his experience that these persons were in several instances abusing their authority and behaving in a careless and discourteous manner to customers.

We wonder if this will not account for breaks which have occurred in the relationships between some jobbers and their old customers—breaks for which the former have long sought to discover the cause.

If we are to believe our correspondent there is a great deal of discourtesy evinced in letters coming from certain Canadian wholesale houses. Simple questions are answered curtly or not at all; when explanations are requested why such and such a thing was not done, the reply comes couched in autocratic terms. Of course these letters were not written by the principals, nor were they dictated by salesmen. Certainly the travelers had nothing to do with them. They must have come from employes not directly connected with the sales department. Perhaps if their authors realized how they were undoing the hard work of salesmen and travelers, they would not allow their impatience and their superior airs to express themselves in their correspondence.

STREET CAR ADVERTISING.

PUBLICITY is rapidly becoming an essential factor in the upbuilding of a successful retail business. Merchants are advertising in many ways with varying success. The local newspapers are receiving their share of patronage; circulars are being distributed; posters are being used to reach the public. These different means of attaining the same end have been in vogue for many years. Within the past decade, however, a new and profitable advertising medium has been brought before the notice of the progressive retail merchant.

A better means of placing the name of an advertiser and his goods before the general public it is hard to find. Advertising space in street cars is not very expensive when the benefit derived from it is considered. A clever, catchy advertisement on lithographed paper, when placed in street car advertising space, is bound to bring results. It will be read by a greater number of persons than would an ad in a newspaper, because when using the cars the public is very easily interested. This is the judicious advertiser's opportunity. If he cannot interest a man or woman now, he can never do anything with them. An attractive advertisement will catch the eye now if ever it will. But do not attempt to advertise your whole stock. Take a certain line and push if for all it is worth.

As stated before, the cost is comparatively small. Most large manufacturing houses are only too glad to supply beautiful lithographed cards free of all cost, so that the retailer's expense really amounts to nothing more than the space in the car, and when the good derived from the advertisement is considered this is small indeed.

The Rapid Photo Printing Co.'s

Price 2D. Each

Matt or Brown Glossy **Real Photograph Postcards**

Thousands of Designs in Stock.

Catalogue sent post free on application.



Easter Post Cards
Christian Names
Greetings
Messages
Mottoes
Songs
Brithday Greetings

Celebrities of the Stage
Politicians
Church Dignitaries
Children Studies
Comics
Novelties
Views

Hand Coloured Cards—Price 3d. each

CAMEO POST CARDS (Bas Relief)

WHOLESALE and EXPORT

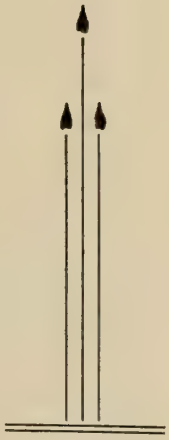
THE RAPID PHOTO PRINTING CO., Limited

4 and 5, Bridgewater Square, Barbican

LONDON, E.C., - ENGLAND



WE specialize in producing **COLOURED PICTORIAL POST CARDS** from **Customers' Own Photographs** in our Gold Medal Patent Process. These **Special Post Card Orders** are executed in four weeks from receipt of prints, and the quality is the best in the market. We have a very large plant for this particular branch of printing, and everything we sell is **manufactured by ourselves.**



Write for quotation and trade Catalogue. Minimum quantity for special orders is one thousand of each print.

MILLAR & LANG, Limited

Darnley Street and Forth Street
GLASGOW

49 Queen Victoria Street
LONDON, E.C.



No. 10—5 CENT SERIES

We are ready

Calendars!

If "good wine needs no bush" then there's little need for us to say much about our Calendars.

You know they were the best line

on the Canadian counters last season and when we mention that we have **15 designs of "Ten Centers"** and **12 designs of "Five Centers"** you will note we are doing better than before.

The effect of color and design is beautiful. Half-tone blocks don't do them justice. You need to see our samples.

Already we have evidence of an enormous increase in the demand for the coming season's lines, and we are only commencing to show samples.

How much will **you** need to increase **your** order this year?

Think it over against the time our representatives call on you and be ready for them.

DAVIDSON BROTHERS

LONDON, ENGLAND

Canadian Representatives

THE COPP, CLARK CO., LTD., TORONTO



No. 31—10 CENT SERIES

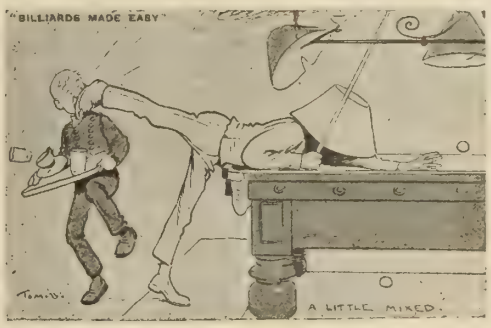
for the Season 1906-7

Post Cards! (New Lines)

Here too, we outshine all others. A new lot of the famous **Tom Browne** cards is ready. (Look for "Tom B" on every card). There are 12 sets including:

"Seaside Comforts" "Spooning"
"Spring Cleaning" "Plumber"
"Our Servants" "Billiards"

No humourous artist equals **Tom Browne, R.I.,** and **we have the exclusive rights of this famous caricaturist's designs.** Our sales are establishing a world's record.



"BILLIARDS MADE EASY"
Series of Six in Packet



"SEASIDE COMFORTS"
Series of Six in Packet

Actress Series

Here we have a long line of real photo cards; plain glossy, hand colored, or colored and tinselled. All the favorites are amongst them. These stage beauties are popular everywhere and they sell at sight.

SEE SAMPLES AND ORDER EARLY

DAVIDSON BROTH'RS
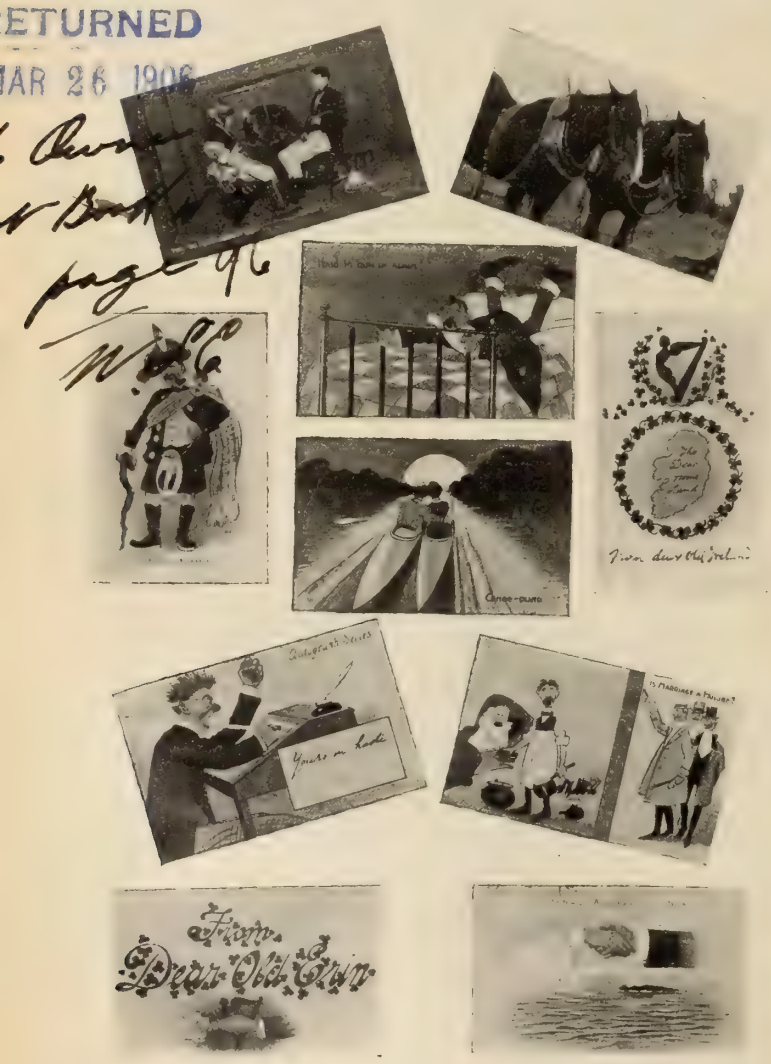
Canadian Representatives, THE COPP, CLARK CO., Ltd. **LONDON, ENG.**

PICTURE POST CARDS

HUMOR IN PICTORIAL CARDS.

MILLER & LANG, Glasgow, Scotland, whose announcement appears elsewhere in this issue of Bookseller and Stationer, are fine art publishers on a large scale, and their "National Series" of pictorial cards have secured a well-merited reputation on both sides of the Atlantic.

One particular line, which deserves special mention, is their various sets of humorous cards. The publishers long ago realized that productions of this kind, appealing, as they do, to the majority of the people, form a most profitable side of the post card business, and consequently they have devoted considerable attention to their numerous series of humorous productions. mention of the titles of some of them will give sufficient idea of the subjects. Packet No. 340 is an amusing set of "Canoodling" cards; No. 336 contains an "Autograph" set Nos. 337 and 338, "Pilgrims of the Night" and "Jack Ashore," respectively. The "Football" and "Conundrum" sets are most amusing, whilst the "Burns" series, which are humorous illustrations of quotations from the famous Scottish poet, are perhaps even more laughable. There are many other sets of a similar nature, but to repeat them all would require more space than is at our disposal. The "Telephone" and "Devil" cards merit special mention.



Apart from this range of comics, Bookseller and Stationer has received from Miller & Lang, Limited, three other packets, representing "Scottish Lochs," "Moonlight Studies," and "The Manual Alphabet." The first two are charming reproductions of landscape and seascape scenes, whilst the third represents all the letters of the alphabet for deaf and dumb persons.

It might be mentioned that all the above cards are produced in colors, the workmanship being entirely of British origin. Miller & Lang, Limited, will be pleased to send catalogues of their latest lines to those mentioning Bookseller and Stationer.

IMPORTED CARDS.

A. HOLZMAN, the very funny post card man, has taken a new departure in the post card business, and is now advertising an addition to his line of a large assortment of imported cards. His imported Easter cards are attracting attention everywhere, as the assortment is comprised of every subject suggested by the Easter season—rabbits, chickens, eggs, and artistically arranged flower sprays ornament the different cards, and are unique enough to charm the pennies from any pocket. For the convenience of purchasers these cards are offered in an assortment of 500 for $12.50, and a display stand is given away with the first order, thus enabling the dealer to spread out the entire line for inspection.

In art subject post cards but little of value has been shown the American purchaser, but the importation of copies of Old World scenes, done in steel engraving effects; paintings in oilio (miniature oil paintings) and the soft sepia toned cards, will induce many a passer-by to examine and yield to the desire to possess these artistic little gems.

In putting up this line for the post card dealer thought has been given to the demand for a higher grade of card and the assortment will please the eye and gratify the artistic taste, as well as furnish almost every subject conceivable and every style of work knownto the post card designer.

1,000 of these imported cards for $15 brings the price so low no one would hesitate to purchase all they could use and still call for more.

THE "STAR" SERIES.

FRANKEL & CO., whose announcement appears elsewhere in this issue, have numerous lines of post cards, which should be ranked amongst the best productions of this class.

For a beautiful set of cards, reproducing sculptures of feminine figures from the Louvre of Paris, this firm holds the monopoly for Britain and Canada. They are also sole distributors in these two countries for another range of Paris productions, illustrating dances of the different na-

We are both losing money

if you are not handling our "Ocean to Ocean" series of Picture Post Cards, which comprises views of the most famous spots in Canada from the Atlantic to the Pacific. These scenes are artistically reproduced in colors and are the most advantageous line of cards published. No dealer who sells

Picture Post Cards

should be without an assortment of these choice scenes. Order a sample box of one hundred different views. We also reproduce local views in our new Quadri Color Process from any kind or size of photograph. If you have not published your own series, send us your photos at once.

SAMPLES ON REQUEST

Warwick Bros. & Rutter
Limited

Publishers of Picture Post Cards

King and Spadina, TORONTO

tionalities. These are real photographs, finished in glossy bromide, hand-colored and set off with gilt ornamentation. Other similar lines are ten poses of the celebrated French actress, Ninette d'Arville, by Walery of Paris, and cards by Reutlinger, of Paris.

Amongst other lines of Frankel & Co. are to be found bas relief cards spangled and jewelled, of the King, Queen, Prince and Princess of Wales, and a range of English actresses, 36 in number, in platino finish. This "actress" series may be had richly hand-colored, jewelled or in the latest color process.

Easter cards of a very attractive kind are being shown. These represent broken eggs, disclosing not chickens, but a group of babies.

Cards of His Majesty's battleships and His Majesty's marines at drill and target practice are produced in patent color process.

A trio of cards, "The Message of the Dove," is most pleasing. They are real photographs of female studies, representing a dove conveying a message from the lady to some unknown "he."

TURNE
R 24 190



Leather Post Card Banner
Manufactured by W. E. McGregor & Co., Toronto.

Frankel & Co. have several other lines, such as Donald McGill's comics, and humorous skits of the life of a new officer in the navy, but space precludes even a hasty mention of them all. Canadian dealers can get further information as to complete list from the publishers of the "Star" series at 245 Shaftesbury avenue, London, Eng.

WARWICK BROS. & RUTTER'S CARDS.

OCEAN TO OCEAN. This is the series that has established Warwick Bros. & Rutter's fame as post card manufacturers. There are at present 300 different views in this series, showing Canadian scenery from Halifax to Vancouver. Over 100 new subjects are being added to the series at the present time. These cards can be procured in boxes containing 100 assorted cards, no two of which are alike.

GREETING CARDS. A new issue from the presses of Warwick Bros. & Rutter is a series of greeting cards, similar to the one illustrated, bearing the names of Canadian towns and cities. Each letter is filled in with a number of heads. Warwick Bros. & Rutter will supply cards of any city, town or village in Canada in lots of 1,000 or more. Already orders have been booked for a great many places, both large and small.

NAME CARDS. Warwick Bros. & Rutter have thirty-eight names at present in their series of name cards. These are similar to the greeting cards. Other names will be added as occasion demands, but all the most common names are procurable now.

PORTRAIT SERIES. The most notable cards in this series are those of King Edward, Queen Alexandra and the Prince and Princess of Wales. They are produced in eight different styles, embossed, tinselled, colored, jeweled, etc. Already they have obtained much popularity as a high-priced card. The series also embraces a large number of portraits of actresses. To it has just been added the portrait of Prince Arthur of Connaught, who will cross Canada from Vancouver to Halifax next month. There should be a ready sale for this card.

CANADIAN COMIC SPORTS AND OUTDOOR LIFE. In the comic sport series are to be found ten subjects taken from original paintings by C. Jeffries. They picture snowshoeing, football, curling, lacrosse, tobogganning, canoeing, hockey, baseball, motoring and bridge. The Outdoor Life series consists of 12 subjects by C. M. Manley, including golf, skating, tobogganning, riding, shooting, etc.

THE COPP, CLARK CO'S CARDS.

"ART" SERIES.—This series has been receiving constant additions for some time and now contains 94 different subjects. A few of the subjects treated are City Girls, Flags, Japs, Sporting Girls, Society Girls, Scenics, etc. The cards are well drawn and beautifully printed in colors. They make a splendid showing. The price to the trade is $1.50 per 100 cards.

DAVIDSON SERIES. The excellence of the Davidson cards has long been commented on by the Canadian trade. They are beautifully executed both from an artistic and a typographical point of view. The majority are comics, designed by such artists as Tom Brown, Dudley Hardy, Louis Wain and John Hassall. The reproduced paintings of Van Hier and other artists are exquisite. The Davidson cards are put up in strong envelopes, containing six cards each.

EASTER CARDS. A large assortment of Easter cards is now ready for the trade. A special line of Swiss cards in black, white and hand-colored is worth attention. There are 37 different designs in each style, which comprises chickens, storks, eggs, children, flowers, etc. They also show several other assortments of cards, plain and bronze, birch bark effects and satin cards.

LOCAL VIEWS. The Copp, Clark Co. are producing some very fine cards in black and white collotype views adapted from photographs sent in by customers. The following is an extract from a letter recently received, and certainly is a high commendation of these cards: "I am sending you some more pictures for 1,000 each post cards the same print as those sent before, which I am delighted with. I must say for your encouragement that the work is all that is to be desired. If as good work is done in colors please have some of them done in that way. I shall send other pictures from time to time."

RAPID PHOTO PRINTING CO.

THE RAPID PHOTO PRINTING CO. show a wonderful alertness in the invention of new ideas for reproductions in actual photographs in their long and interesting series. Probably their richest and most striking line is the "Cameo" series in bas relief. Splendid

Pictorial Post Cards

from Customers' own photographs—printed plain or colored by recently improved processes.

Exquisite Results
Moderate Quantities
Prompt Execution
Reasonable Prices

Cards printed by us get the benefit of the rebate of duty allowed on goods of British manufacture.

Samples and Prices from

G. W. WILSON & CO.

Established Over 50 Years

2 St. Swithin Street, Aberdeen Scotland

THE LATEST
IN
PICTURE POSTALS

We have been appointed agents for one of the largest European manufacturers of Picture Post Cards.

SOMETHING STRICTLY NEW

WRITE FOR SAMPLES AND QUOTATIONS

PRICES EXCEPTIONALLY LOW

Does your stock of Pencils include the

"DIANA"

Lead Pencil? Acknowledged to be one of the **best** two cent pencils on the market.

McFARLANE, SON & HODGSON

706 Craig Street, MONTREAL



Rack "A"
This Post Card Rack at $4.00 each, f.o.b. Toronto.

W. G. MacFARLANE

72 Bay Street, Toronto

Picture Post Cards and Souvenir View Books, Burnt Leather Novelties, Etc.

This is your last opportunity to order Contract Editions of Post Cards from your own photos. Our leading styles are :

COLLOTYPE—$6.00 per thousand of a subject, delivery eight weeks.
HAND-COLORED COLLOTYPE—$9.00 per thousand of a subject, delivery ten weeks.
CHROMOTYPE—$10.00 per thousand of a subject, delivery ten weeks.
NATUROTYPE—$7.50 per three thousand of a subject, delivery ten weeks.
AUTOCHROME—$8.00 per three thousand of a subject, delivery twelve weeks.
PHOTO GLOSS—$8.00 per thousand of a subject, delivery eight weeks.

SEND FOR SAMPLES

We have a very fine assortment of EASTER POST CARDS, the Stewart & Woolf line, numbering eight different sets, including six separate subjects in a set, at 10c. per packet. This is a beautiful line, and we should be pleased to send samples.

Also a very fine line of EMBOSSED EASTER EGGS and EASTER LILLIES in air brush tinting, a very striking line, at $20.00 per thousand. Same line, tinselled, at $35.00 per thousand.

Our stock of FANCY CARDS is very large, including Real Photo Actresses in plain and hand-colored, Cameo and Jewelled finish, also Name and Alphabet Series in Real Photo. The Bamforth Life Model Cards, Stewart & Woolf Fancy, American Life Model, Etc., Etc. Our stock of View Cards of Canada is large and well assorted.

SEND FOR OUR CATALOGUE IF YOU HAVE NOT RECEIVED ONE

sales of this very attractive line are reported, a very popular number being 2688, Miss Edna May, the London favorite, who has recently toured Canada. There is a bewildering line of children, cats and animals in pretty posings and quaint groupings. A double panel card of the King of Spain and Princess Ena is one of the successes of the moment. The actress cards are as beautiful as one could wish and the new coloring in reds and greens is very striking. Many are also touched with gilt.

A long line of Easter greeting cards has just been completed and stocks are ready for immediate shipment. Among the celebrities are found most of the political men of note, including a recent photograph of the Prime Minister. A new series shortly to be added is that of British warships. They will be ready in a few weeks' time.

MONTREAL FIRM'S ASSORTMENT.

THE MONTREAL ILLUSTRATED POST CARD COMPANY has just received its stock for Spring trade. The assortment is indeed a large and varied one, and the mass of beautiful, artistic cards to be seen in the collection displayed is wonderful. New ideas in illustrated cards have been introduced by this enterprising firm already, and this Spring many new designs are offered to dealers. Easter cards occupy a prominent place in the stock just at present, and are to be obtained in any quantity. Beautiful cards in seven colors are obtainable at reasonable prices. Embossed cards, new photo-gloss post cards and many other varieties are to be purchased also. Cards appropriate for correspondence around moving time, May 1, occupy a place on the shelves too. Dealers should hurry to secure a stock for the Spring trade, which will soon begin.

THE PARISH LINES.

C. R. PARISH & CO., the big publishers and importers, with houses at Philadelphia, Columbus, Port Byron and Toronto, have splendid facilities for supplying an immense range of cards.

At their Toronto branch, which is in charge of A. L. Merrill, there are shown thousands of different cards, including photographs of royal personages and other celebrities, embossed, tinselled, jeweled, and otherwise embellished, living pictures, high-grade comics, embossed pictures of trains, boats and buildings, chromotypes of Canadian cities, special Easter cards, etc.

Mr. Merrill has just put in stock 5,000 packages of Raphael Tuck's cards, one of the largest orders yet placed with that manufacturer for the Canadian trade.

PICTURE POST CARD NOTES.

Ferd. Anthony Horle & Co., of Cardinal House, St. John's Lane, London, E.C., have some cheap qualities of official post cards for advertising purposes that are deserving of attention. They also handle better qualities right up to one or two sided art cards for pictorial post card printing.

The Musson Book Company, Limited, Toronto, handle several attractive lines of picture post cards. Special mention might be made of the Gibson cards, which consist of reproductions of Charles Danna Gibson's characterestic sketches.

William Briggs, at the Methodist Book and Publishing House, Toronto, has an extremely fine range of scenic and comic cards in colors. These are English importations which he is able to supply at extremely low prices. He also carries a range of post card albums.

MORE POSTALS

We have lines that will sell everywhere, all the time

Naval and Military Cards

Navies of the World | H. M. Dockyard, Portsmouth
Mounted Troops | Woolwich Arsenal
Humorous Military Sketches | Life in the Navy
Victoria Cross Gallery | H. M. S. Victory
and hundreds of others

Prices from $5 00 per 1,000 up

Collotype Local Views at $4.75 per 1,000
Any District

SMITH & TODD, 21 Richmond St. W., Toronto

BURNT LEATHER POST CARD BANNERS
are the best for advertising your
LEATHER POST CARDS

PRICES :

$3.50	for banner showing	50	designs	
$3.00	"	"	40	"
$2 50	"	"	30	"
$2 00	"	"	20	"

Note—Each design is stamped on the reverse side with regular " post card " stamp so that the banner may be cut up at any time into cards and sold.

We also supply Leather Post Cards, Cushion Covers, etc. If your jobber does not carry them write us.

W. E. McGREGOR & CO.
Manufacturers of
Burnt Wood and Leather Novelties, Souvenirs, &c.
153 BAY STREET, TORONTO

POST CARDS IF YOU DON'T KNOW ABOUT OUR LINE BETTER GET ACQUAINTED.



We will send you prepaid 100 samples, all different, for $1 00. Ours is unquestionably the largest line of good selling cards on the market. Complete list on application.

DEPT. "C" UNITED STATES NOVELTY CO., Cincinnati, O.

Picture Post Cards Again!

Royalty and Stage Celebrities— Embossed, Jewelled and Spangled } Retail, 25c each. Wholesale, $1.50 per dozen.

Railway Trains, Steamers, Buildings, Bridges, etc.—Embossed and Tinselled } Retail, 10c each. Wholesale, $3.50 per 100.

Tuck's Packages— Unlimited variety, very choice } $1.50 per dozen pkgs.

Toronto, New York, Chicago, Philadelphia, Boston, London, Paris, Berlin, etc. } $1.00, $1.50 and $3.00 per 100.

Comic Cards in Glosso finish - - } $12.00 per 1000 $1.50 per 100

Comic Cards, Colored—$1.00 per 100 or $7.00 per 1000

Sample 100 of all kinds, $1.50

Positively the only Canadian House running a complete line of High-class Cards. No trash. Only cards of quality.

C. R. PARISH & CO., 304 Yonge Street. **TORONTO**

PHONE M. 6128

POST CARDS

Finest American Made, from 250 up.

Time for Filling Orders, 2 to 3 Weeks.

Also

SOUVENIR ALBUMS

THE ALBERTYPE CO., BROOKLYN, N.Y.

Post Card Albums

Largest Selection (choice) of the Latest Designs, at all prices.

Sample Consignment, consisting of 20 different Albums - - $4.00

Post Card Frames

50 Modern Designs in different styles.

Sample Consignment, consisting of 50 different Frames - - $1.20

Photo. Mounts

400 Designs of the Latest Style, which have not been offered in such variation, or of such excellent make, from any other quarter.

Sample Consignment - - - $4.00

Catalogue free upon application. If a larger order is given upon receipt of samples, half the amount which has been paid for the samples will be credited.

Apply at once to the

Leipziger Buchbinderei-Aktiengesellschaft

(FORMERLY GUSTAV FRITSCHE)

LEIPZIG - - GERMANY.

WE LEAD IN POST CARDS

We carry the largest variety, have the largest annual turnover, and are therefore in a position to give better values than any of our competitors.

Easter Cards . . . *The most beautiful designs, at from $1 00 up.*

New Chromo Views—*The finest ever shown—in seven colors, at $1.00 per 100.*

Leather Cards . . *Hand-colored and hand-burned, fancy edges. The latest out—for the cushion fad—$3.50 up.*

Leather Fish . . . *An immense seller for 1st April. Per 100, $5.00.*

Bromos . . . . . *Colored and glossy, Photographic series.*

And many other lines in abundant variety at astonishing prices.

Get a Sample Assortment at from $2.00 up.

ILLUSTRATED POST CARD CO.

Temple Building 185 St. James St.

MONTREAL

Georg Geier & Garke

ART PRINTERS AND PUBLISHERS

NUERNBERG (BAVARIA)

Exquisite Novelties of

SUN AND MOONSHINE CARDS
REPRODUCTIONS OF GREAT PAINTERS
NATURE AND ART CARDS
ANGEL AND RELIGIOUS CARDS
BRILLIANT CARDS

Cards with English wording can be had if desired.

Full sample assortment can be had by remitting $3 00.

Souvenir Cards

New arrivals constantly. It will pay to handle a choice assortment. The more you spend—the bigger variety. Prices $1 to $100 up. Fancy, Glossy, Handpainted and Artistic Cards, $2 to $10 a 100. Job Mixture, $6 a 1,000, 75c. a 100.

Easter Cards

$1.50 a 100, and $5, $10 $15 and $20 a 100. Finest variety in the Dominion.

COMICS—50c., 60c., 75c., $1 and $1.50 a 100.
FLYING BUTTERFLY — Great seller—$7.50 a 100, $1.10 a doz.
TAG POSTALS—$2 a 100, Leather, $40 a 100.

W. R. ADAMS - - 401 YONGE ST., TORONTO

PHONE MAIN 953.

APR 24 1906

WE ARE HEADQUARTERS —FOR— **POST CARDS**

AND EVERYTHING PERTAINING TO THIS LINE

No one can equal us in quality, and our prices are as low as the inferior goods on the market. We have the the largest and most complete line on the market. Write for prices and samples.

Our POLYCHROME cards are Productions of the Highest Art ; they are printed in ten or twelve colors, and the intermediate shades thereby obtained produce a picture true to life. To send such a card is a pleasure, to receive it, a treat.

Our EXCELSIOR cards are actual productions from Original Photographs, made by the Gelatine Process, which is the highest perfection in the art.

As the demand for Illustrated Post Cards grows, the taste is growing **for the best only.** People will no longer buy inferior cards because they are cheap. Our cards are not expensive, though the best on the market.

We here show an illustration of our Patented and



PARAGON POST CARD STAND

IMPROVED PARAGON REVOLVING POST CARD DISPLAY STAND

constructed entirely of Gun Metal Steel. It is the handsomest and most effective Stand on the market. An ornament to any store.

Price, $10 00

In order to introduce this Stand to all dealers for a limited time, we will give as a premium, with each Stand, the following cards :

100 Polychrome (Highest Grade Colored), -	retail 5c.	$5.00
100 Excelsior (Black and White), - -	retail 2 for 5c.	2.50
50 Burnt Leather, - - - - - - -	retail 10c.	5.00
700 Comic, - - - - - - - - -	retail 2 for 5c.	17.50
	Total.	$30.00

As the Stand and the above cards will cost you only $10.00, you will derive a net profit of $20.00, to say nothing of obtaining the best Post Card Stand on the market at no actual cost. Even if local competition makes necessary your shading the above selling prices, you are still in a position to meet any competition. Compare the above assortment with others advertised, and note that we don't load you up with a lot of cheap, inferior, poor selling cards. You will quickly sell all of our cards, and reorder.

THE AMERICAN NEWS COMPANY
POST CARD DEPARTMENT **NEW YORK**



(Made from a design modeled in clay.)

CATALOGUE requirements with us are A SPECIALTY.

ALBUMS BY THE 100.

By actual count, Bookseller and Stationer's representative reckoned that Warwick Bros. & Rutter, Limited, have nearly two hundred different picture post card albums on show among their import samples. These embrace all shapes, sizes and designs. The trade can well understand that in such a multitude of numbers, every want can be supplied.

THE MACFARLANE LINE.

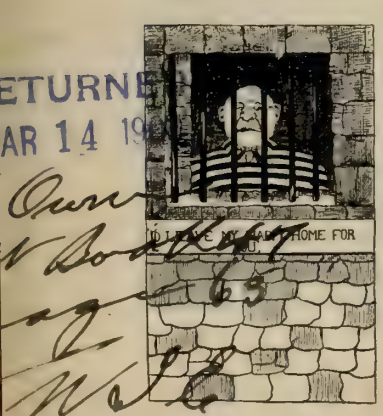
W. G. MACFARLANE, 72 Bay street, Toronto, and 15 Coal & Iron Exchange, Buffalo, N.Y., reports a very active demand for contract editions of post cards from customers' own photos. Dealers who have not placed their orders for their Summer editions should do so at once if they desire to get their cards in time for Summer trade. It takes from eight to thirteen weeks to get out editions of cards; collotype and photo-gloss requiring eight weeks, hand-colored collotype and chromotype and naturotype requiring ten weeks and autochrome requiring three months. This firm have done tremendous business in contract editions as they offer a variety of eleven styles to select from and are in a position to give the lowest quotations. They have booked a very large business in collotype, chromotype, autochrome and photo-gloss.

This firm's six travelers are now showing a number of new lines of stock cards. One of these is the Musee line of reproductions of the world's most famous paintings. The subjects embrace fifty or more numbers, including the finest things in sacred and secular art, including the most celebrated Madonnas and classics. This line retails at 10c. The demand for this line all over the world has been so great that it has been found difficult to fill orders. It is the acme of perfection in post card publishing.

In Easter cards a good assortment of designs is shown in the celebrated Stewart & Woolf line. They offer eight different sets with six separate subjects in each set. They also have a very fine line of embossed and air brush tinted Easter eggs and lilies.

The firm now are tinselling cards and any cards customers desire, either view or fancy cards, can be tinselled and inscribed with Easter or birthday greetings.

Mr. MacFarlane has a line of comic post cards of his own publication; the humor of this line is in good taste and the line is meeting with general acceptance.





This firm's collection of Canadian subjects is very large. New additions are made to this line every week, with the expectation of making it the strongest line in Canada when the Summer trade begins in active fashion. The stock lines comprise particularly subjects illustrating the finest architecture of the chief centres and also the leading scenic regions of Canada. The execution is in collotype, chromotype, autochrome, photo-gloss and naturotype.

One of the strongest features of the line will be a series of about one hundred subjects reproduced from oil paintings illustrating western life, also the Rockies, Indians, and the architectural and historical features of the leading cities. These will represent the best in view post card work and will be a strong selling line.

POINTS ABOUT SOUVENIR POST CARDS.

THE AMERICAN NEWS COMPANY offer the trade, cards. Of the miscellaneous cards, such as comic, in view cards, three different styles of souvenir post leather, novelty, and fancy post cards, they have an endless variety. They make a specialty of always having an elaborate edition of cards appropriate for each particular season. For instance, now Easter cards are to the front. Their line of these cards is very complete. These cards are put up principally in sets. One set consists of six







different cards, beautifully illuminated in many colors. A unique feature about these cards is that they are transparent when they are held to the light. Easter eggs, rabbits, chickens, and many other beautiful symbols of the joyous season show up on these cards in illuminated form. These cards retail at 5 cents, with a very liberal margin of profit to the trade. Another set consists of ten very attractive subjects typical of the season, all different. These cards are embossed and printed in many colors, and can be retailed as low as two for 5 cents, and still afford the dealer a good profit. Their specialty is publishing cards for the trade over the dealer's own imprint from photographs supplied by the dealer.

The highest type of post card perfection is exemplified in their poly-chrome, or highest grade colored cards. These are printed in twelve colors, and the intermediate shades thereby obtained produce a picture which can only be excelled by an oil painting. Owing to the great skill necessary to produce the poly-chrome cards, it is absolutely necessary that they be published in immense editions, in order to bring their cost down to the lowest possible figure.

The company have also another grade of colored cards, the litho-chrome quality, which is surpassed only by the poly-chrome cards.

Their litho-chrome cards are claimed to be superior to any other line on the market, and differ only from the poly-chrome cards in that only eight colors are used, but even this gives most beautiful results. The special advantage of the litho-chrome cards is that they can be published in smaller editions.

Their Excelsior (artistic black and white) cards are in a class by themselves. These cards are produced by the gelatine process, being actual reproductions from original photographs, and the results achieved are a decided improvement on the photographs themselves.

The unsolicited testimonials which the American News Company are constantly receiving from satisfied customers would fill a large volume, the best dealers in the trade taking the trouble to write in words of the highest praise.

To introduce their Improved Paragon Revolving Post Card Display Stand the company are giving a very valua-

ble and desirable assortment of cards as a premium with each stand, charging only for the stand, and making no charge for the post cards. This makes it easy for every dealer to start in the post card business at once, at little expense. The responses they have so far received to their previous advertisements of this stand have kept them busy working night and day to fill their orders.

A LINE TO CONJURE WITH.

DAVIDSON BROS.' (London, Eng.) showroom is looking more than usually bright with its display of calendars for 1906-07. These 5 and 10 cent goods have had a remarkable run during the past season and the new designs show a distinct improvement on those that preceded them. The list of numbers in both lines has been increased, so there is a greater variety than ever to choose from. A noticeably strong design in the 5-cent series is No. 10, "Basket of Flowers," as shown in the advertisement. The 10-cent line is well represented by No. 31, "Fairy Bells."



In humorous post cards there is a splendid showing of new designs by Tom Browne, R.I. and R.B.A. This is a name to conjure with, for no English artist equals "Tom B." in hitting off the humorous aspects of everyday life. "Spring Cleaning," "Seaside Comforts," "Billiards Made Easy," and others are represented in sets of six cards each. These are only a few titles out of the series of twelve, all by the same artist, just issued. They have more color and a better finish than the former "Tom Browne's," and this heightens the effect very considerably. Many new models are noticeable in the series of actresses and stage beauties. These are all real photographs done in plain glossy, colored glossy or color and jewelled effect. A graceful specimen is shown herewith. (Mrs. Camille Clifford.)

NEW FRAMES SHOWN.

To their series of fifteen frames for framing picture post cards, Warwick Bros. & Rutter, Limited, have added a new series with embossed relief effect, that are very handsome. Now that so many pretty cards are shown which are well worth possessing, these frames come in very useful.

THE GAGE LINES OF CARDS.

W. J. Gage & Co. report that the sale for picture post cards is on the increase. These goods are certainly one


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of the best selling and most profitable lines ever handled by the stationery trade and have proved a great money-maker.

The dealers in the small towns and villages all over Canada are placing orders for cards with local views so as to keep up with the demand. Gage & Co. show a very tasty line of embossed designs adapted for local views, some of which are illustrated herewith.

These cards they manufacture to special order in quantities of 250 of a view and upwards, and can supply them in ten days after receipt of the photos.

W. J. Gage & Co. are having a large and increasing sale for their colored picture post cards. These are of the highest class of workmanship and finish, and the firm carries in stock the best selling views of the leading Canadian points, covering Quebec, Montreal, Ottawa, St. Lawrence River, Toronto, Winnipeg, western views, and British Columbia views. As well as the above stock lines they supply local views of their colored postals to order in quantities of one thousand and upwards. All the dealer requires to do is to furnish photos of the views wanted.


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SECTIONAL HANGERS.

A useful sectional hanger for storing and displaying cards is shown by Warwick Bros. & Rutter, Limited. The complete hanger contains ten sections, each of which will hold fifty cards. The outside card is fully displayed and thus ten different cards can be shown. At 45 cents for the set of ten sections, the hanger very soon pays for itself.

The Biggest Post Card Year Yet!

Therefore get your orders in early or write and have our travellers call. New lines of Comic and Picture Cards. An enormous range of the latest, catchiest, line of subjects. Special price for local black and white or colored view cards.

BE FIRST AND GET THE TRADE

G. A. WEESE & SON, 44 Yonge St., **Toronto**

WHOLESALE MANF. STATIONERS

Are You Down Hearted?

Then Write Right now for Samples and Price List of

THE CARDINAL SERIES

Pictorial Postcards, Albums, English Papers (Browns, Writings, etc.), Counter, Buff and Tinted Envelopes, Official Postcards, etc.

OUR VALUE WILL CHEER YOU

FERD. ANTHONY HORLE & CO., CARDINAL HOUSE, ST. JOHN'S LANE, London, E.C., Eng.

Imperial Series Postcards

To the Trade:

Write Quick for Samples and Prices.

WE LEAD IN

Black and White

Our Colored Cards

STAND ALONE

MONTREAL TORONTO QUEBEC
OTTAWA HISTORIC SPORTING
FISHING HUNTING
NORTHWEST SCENES

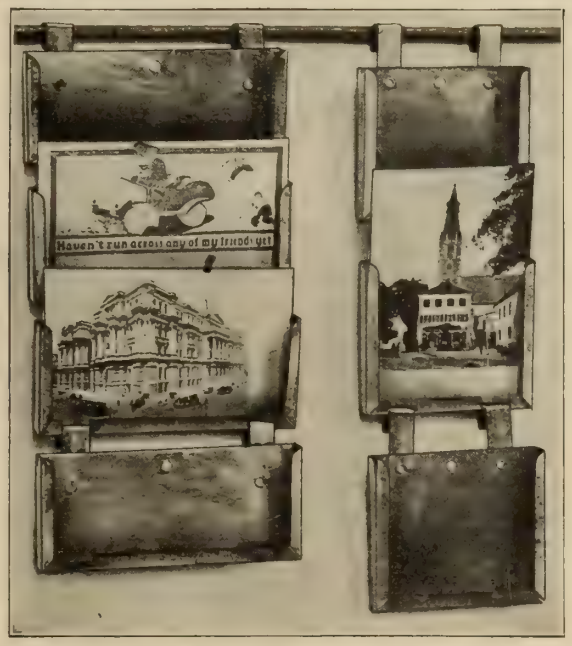
ALBUMS and **RACKS**

Always adding to our already well-assorted stock.

The Picture Postcard Co.

P.O. Box 334, OTTAWA, ONT.

GUN METAL POST CARD UNIT HOLDERS



Each metal unit holds 30 cards. Can be used separately or in groups. Made to attach to each other, to display as a hanger or stand as an easel. Permit of most effective displays on counters, walls, rods, show cases. Made of our famous gun metal.

$5.00 PER HUNDRED
ORDER AT ONCE.

Ask for our Catalogue, which shows complete line of post card display racks.

S. Heineman, Pres. **GREAT WESTERN FIXTURE WORKS**
C. B. Morrow, Sec.-Treas. **195-9 5th Ave., Chicago, Ill.**

Easter Post Cards

SELECTED FROM THE LEADING FACTORIES OF THE OLD WORLD

Dainty Designs of **RABBITS, EGGS, BIRDS, FLOWERS**

Ranging in price from $10.00 per M. up



A SPECIAL OFFER

500

Assorted Easter Cards and this new Style Display Stand for

$12.50

These cards retail for 5 and 10c each.

This offer is made to introduce my new stand.

Alfred Holzman

PUBLISHER

340 Dearborn St., Chicago, Ill.

CALENDARS FOR 1907.

The Brown Brothers, Limited, expect soon to be showing their 1907 samples of Woodbury E. Hunt's calendars, pictures, etc. This company have the exclusive control of this line for Canada, and have built up a very large trade for them in this market purely on their merits. The trade do not need any description of these goods, as the dealers are well aware they are in a class by themselves, notwithstanding the many attempts at imitation.

The Brown Brothers state that in past seasons they have found that a great many of their calendars have been sent out as souvenirs, so that this season they have introduced a new idea which will make this line more than ever popular for sending to friends across the seas. It was not learned just what the new departure is, as the Brown Brothers are now preparing a special circular which will describe it in a practical way. These will be mailed to the trade shortly.



After the Ceremony.
Copyright, Woodbury E Hunt.

RETURNED
PR 25 1906

TUCK INVADES CANADA.

IN this issue of Bookseller and Stationer will be found a most important announcement that will arouse considerable interest in the trade. It is to the effect that the great English house of Raphael Tuck & Sons Company, Limited, are about to establish a branch in the Dominion.

No more flattering evidence of their appreciation of the practically unlimited possibilities of the Canadian market could well be given. Booksellers and stationers throughout the Dominion will hail with pleasure the fact that "Tuck" is to be domiciled among them.

So well and so widely known are the products of this concern that it is scarcely necessary to attempt adulation. It may be mentioned, however, that their lines for the season of 1906-7 exhibit the usual marked improvement over previous efforts. An endless profusion of Christmas cards, calendars, toy books, juveniles and gift books, photogravures, etc., will be exhibited by their travelers. In this connection it may be stated that the Raphael Tuck & Sons Co., Limited, were the pioneers of the post card business in the United Kingdom, and their collection of publications of this class embraces, in addition to a large variety of miscellaneous subjects, historical, interesting and educative views of almost every important spot in the old world and the new.

Bookseller and Stationer extends a warm greeting to the Tuck Company on behalf of the Canadian trade.

STATIONERY NOTES.

Buntin, Gillies & Co., Limited, Hamilton, are showing a decidedly up-to-date new line of papeteries to retail at popular prices.

Writing tablets with covers for you only should interest you. Write to Buntin, Gillies & Co., Limited, Hamilton, for full particulars regarding this.

Buntin, Gillies & Co., Limited, Hamilton, are advertising ink on the back cover of this number. Their stock is complete, and stationers ordering might bear them in mind.

An exceptionally large line of mat and mounting boards is carried in stock by Buntin, Gillies & Co., Limited, Hamilton. Their assortment comprises light, medium and heavy weights in all the best colors.

Although W. J. Gage & Co. have moved their warehouse to their factory building, 82-94 Spadina avenue, Toronto, they are still, for the convenience of their customers, keeping their sample room at the old stand, 54 Front street west. The sample room is in charge of Mr. Chas. J. Campbell, who will be glad to see any of the trade when visiting the city and give them personal attention.

With the coming of Spring there arises a demand for flags for outdoor celebrations of all sorts. The Copp, Clark Co., Limited, have a splendid range of the best cotton flags, including Dominion Ensign, Union Jack, Stars and Stripes and French Tri-Color. The material used is a strong, heavy cotton and the designs are lithographed, not printed, and so will withstand the weather. They come mounted on nicely-finished split sticks. It might be noted that the Dominion Ensign has been pronounced authoritatively correct by the Government.

The series of loose leaf books, styles "The Simplex," published by W. J. Gage & Co., Toronto, are having a large and steadily increasing sale. This firm reports receiving within the last few days some large and very gratifying orders for these goods, which goes to show they are making what the trade require at the right prices. We might state for the information of the retail stationers and printers that Gage & Co. are selling their loose leaf goods through the regular dealers and not direct to consumers, as has been the custom. Catalogues, samples and full particulars will be gladly furnished upon request.

A TREMENDOUS IMPORT DISPLAY.

Nine thousand different articles !

For a moment it is hard to grasp the significance of this figure.

A display of a couple or three hundred articles, many of them duplicates, would make up a fairly good fancy goods stock. But multiply this by fifty and weed out the duplicates and you get some idea of what nine thousand means.

The privilege of making a selection from this enor-

DO YOU REQUIRE PICTORIAL POST CARDS?

1906 **NOVELTIES** 1906

Our Special Offer

In order to create a still greater demand for the famous **"Star Series"** of **Pictorial Post Cards** throughout Canada, we have prepared an

ASSORTED SAMPLE PARCEL

comprising Actresses, Comics, Celebrities, Children Studies, Views, Animals, etc., etc.

360	Splendidly Assorted Cards for	$3.00
180	" " "	1.50
Retail value of $3.00 parcel	- - -	9.50
" " 1.50 "	- - -	4.75

Our Sample Parcels are sent carriage paid and will be dispatched from April 10th, to May 1st, 1906

ORDER AT ONCE

SEND MONEY ORDER

Please Note that as we issue these parcels **as samples** and not **for profit,** we can send only **one parcel** to **each customer.**

PRINTING ON PICTURE POST CARDS!

QUESTION:

Who is the Cheapest and Best Printer for Post Card Publishers?

ANSWER:

Frankel & Co.

FINE ART PRINTERS AND PUBLISHERS

245 Shaftesbury Ave.

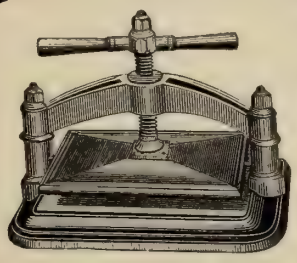
Corner of New Oxford Street

LONDON, W.C., ENGLAND

WRITE AT ONCE!

For samples and prices, stating number of views and quantity of each subject required.

Persons addressing advertisers will kindly mention having seen their advertisement in BOOKSELLER AND STATIONER.



FOR

COPYING PRESSES

ALL SIZES from Quarto Post to largest Waybill.

Write the

James Smart Mfg. Co., Limited

Brockville, Ont., or Winnipeg, Man. ESTABLISHED 1854

WE HAVE EVERY FACILITY TO TRANSACT

YOUR BANKING BUSINESS

AND INVITE YOUR ACCOUNT

THE METROPOLITAN BANK.

CAPITAL PAID UP, - - $1,000,000.
RESERVE FUND, - - 1,000,000.

SAVINGS DEPARTMENT at all branches.

Interest allowed on deposits of one dollar and upwards



$100,000.00 WORTH OF TALKING MACHINES AND RECORDS IN ONE YEAR

That is what a dealer in a town of only 25,000 inhabitants sold

What is the population of your town?

What are ***your*** annual Berliner Gram-o-phone and Victor Talking Machine sales?

What number of our records do ***you*** sell monthly?

However large your turnover is it can be enlarged if you go about it right.

Get a good supply of instruments and records and always have the records people want. Let them know you have them and you will have a steady sale every month, and an ever increasing trade, with profits that are liberal and assured.

This month we are publishing about fifty new records, amongst which are the following superb records by Madame Melba and Madame Schumann-Heink.

No.		No.	
85092	Sweet Thoughts of Home.	94001	Les Anges Pleurent.
85093	But the Lord is Mindful of His Own	94002	Chant Venitien.
85094	Samson and Delilah—Arie.	94003	Come Back to Erin.
85095	Der Prophet—Arie.	94004	Auld Lang Syne.
8509G	Lucrezia Borgia—Brindisi.	94005	Old Folks at Home.
		94006	Good Night.
		94007	Away on the Hill there Runs a Stream
		95026	Home Sweet Home.
		95027	Lo Hear the Gentle Lark.
		95028	Sur Le Lac.

Send for full list of records and instruments with liberal discounts to the trade.

The Berliner Gram-o-phone Co. of Canada, Limited

2315 St. Catherine St., MONTREAL.

Toronto Winnipeg Vancouver

mous number of samples is open to every Canadian dealer, through the energy and progressiveness of Warwick Bros. & Rutter, Limited, Toronto, who for the twenty-eighth consecutive time have just opened their annual display.

The upper floor of their splendid new building presents a gorgeous appearance, with its elaborate decorations of red, white and blue bunting, its clusters of electric lights, its gaily decorated stands and tables, on which are ranged in rows and tiers the thousands of beautiful articles that make up the show.

To commence to enumerate and describe the various articles would be useless and all but impossible. The trade will take it that after so many years' experience, Warwick Bros. & Rutter know their business from top to bottom. They understand the market where they buy and they have access to the most desirable goods, and they arrange to furnish these goods to the Canadian trade upon the most advantageous terms. They understand the needs of the Canadian market. And in addition they possess an enormous advantage in selling by samples. They are able to show an immense range and it is immaterial to them how many of any one article their customers purchase.

In conclusion, Bookseller & Stationer's representative, who inspected this year's show, can but emphasize the fact which impressed itself upon him as he strolled through the various sections of the exhibition that here was to be found everything that a dealer could possibly desire. Every conceivable aeticle was represented in many different styles and finishes. The prices, too, were right, ranging from the very cheapest up, and centreing for the most part around twenty-five cents.

PERSONAL MENTION.

Mr. Charles Walton, of Charles Scribner's Sons, New York, is due in Toronto this week.

Mr. George Sully, representing Little, Brown & Co., Boston, called on the Canadian trade recently.

Mr. C. A. Caldwell, of the Dana Estes Company, Boston, was in Toronto, calling on the trade, recently.

Mr. Frank Dodd, of Dodd, Mead & Co., the New York publishers, was seen in Toronto about the beginning of the month.

Mr. A. D. McMullan, traveling representative of the H. M. caldwell Co., of Boston, left Toronto for California on the 8th inst.

Mr. John Hopkins, of the Thomas Y. Crowell Co., New York, is at present busy on the Maritime Province route. He went east from Toronto.

After fifteen years service Mr. H. C. Roxborough has severed his connection with The Copp, Clark Company, Limited, to join the staff of the E. H. Harcourt Company, Limited.

Mr. P. Gumlich, manager of the Montreal Import Company, Montreal, has returned from Europe, where he has been in connection with the placing of his Spring orders for illustrated post cards.

Mr. Wm. E. Coutts, of the departments of stationery and leather goods of Ryrie Bros., Limited, Toronto, recently returned from a two weeks' buying trip to New York, Boston, Philadelphia, and other eastern cities. He captured some exclusive novelties for the Toronto trade.

Mr. W. B. Walker, representing the New York office of Raphael Tuck & Sons Company, Limited, has been in Montreal and Toronto recently in connection with the establishment of a branch office of the Tuck Company, at the corner of St. Antoine and St. Genevieve streets, Montreal.

Mr. Samuel M. Toy, senior member of the firm of Grand & Toy, Limited, commercial stationers, Wellington street west, Toronto, passed away on the morning of March 1, as the result of an attack of apoplexy. He had been at his office until 5.30 on the preceding evening. Deceased had been twenty-five years in business in Toronto.

ITEMS OF INTEREST.

The Thompson Stationery Company, Limited, Adelaide street east, Toronto, have assigned to E. B. Burt. The liabilities are about $3,000.

Mrs. W. C. Irving has purchased the stationery and fancy goods business formerly carried on in the Heenan Block, Pembroke, by Miss Murray, and will continue the same in all its branches.

The 1906 catalogue of Premo cameras, manufactured by the Rochester Optical Co., is out, and is as comprehensive as ever. The cover design, a pretty golf girl, is an attractive one and should cause the catalogue to be in demand.

The Boost Club, of New York, held an "instructive" smoker on February 27, in their rooms, 82 Duane street. The affair was quite a success and the "boys" had a thoroughly good time, as they generally manage to do. This was the first of a series the club intends to hold.

In a letter to Bookseller and Stationer, Miss L. J. Frazer, of Hamiota, Man., reports that she found the best selling books at Christmas to be "A Specimen Spinster," by Kate Westlake Yeigh; "St. Cuthbert's," by R. E. Knowles, and "The Lure of the Labrador Wild," by Dillon Wallace.

Gatchel & Manning, Philadelphia, have splendid facilities for turning out high-class engraving. They employ a staff of forty artists in their designing and illustrating rooms, who are kept constantly busy producing high-grade designs and illustrations. They can undertake all kinds of book, catalogue, advertising and general commercial work.

The Chas. H. Elliott Company, Philadelphia, have just got out two characteristic black and white pictures that should be popular decorations for club rooms, bachelors' dens, etc. They are entitled respectively "The Customer's Point of View" and "The Bartender's Point of View," which express very well the nature of the pictures. The execution is excellent and the price $6 per 100.

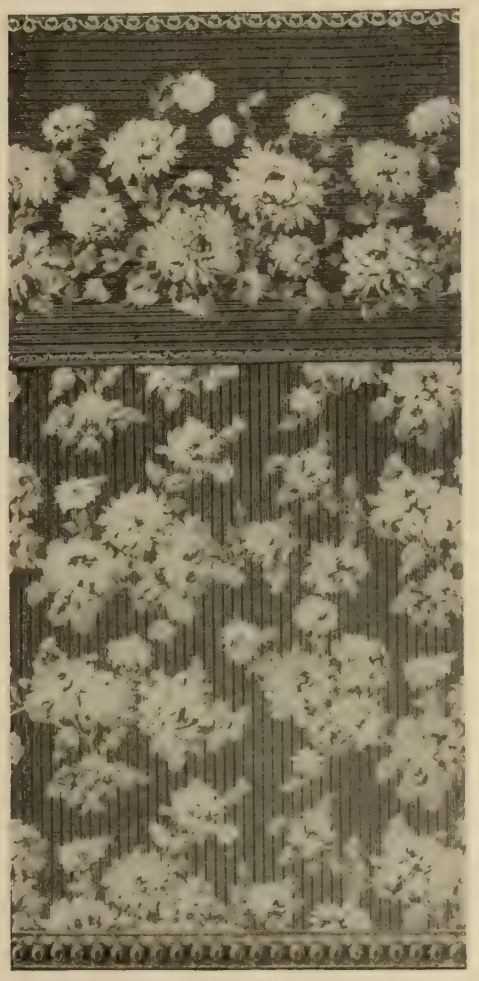
With a share capital of $100,000, the Standard Envelope Company, Limited, have been incorporated by Ontario charter, to manufacture, buy, sell, and otherwise dispose of envelopes, letterheads, billheads, paper and stationery, photo mailers, etc., and to carry on the trade or business of general printers, lithographers, embossers and engravers, etc. The incorporaters are H. W. Brick, G. H. Wheeler and J. A. Stewart, of Perth; J. M. Lawson, of Toronto, and Edward Newell, of New York.

A new playing card company will soon be in operation in the United States, known as the Frank A. Cleland Playing Card Company, with office at 377 and 379 Broadway, New York. Mr. Frank A. Cleland, the head of the company, was formerly salesmanager for the United States Playing Card Company and the Kalamazoo Paper Box & Card Company. The factory site is now located, the machinery has been ordered, the designs for the cards drawn up, and everything is almost in readiness. Gold bonds have been issued, guaranteed by the State of Missouri.

WALL PAPER

WHAT provision have you made for making new business and increasing your net profits during the coming season? Money is to be made in business. Many men are making comfortable fortunes.

Are you going to be satisfied with the same business, the same customers, and the same profit this year as last? Or are you going to strike out into new lines and compel new business in your store? These are pertinent questions and they are asked to you, the reader. Is it not enough for you to consider them general propositions which are subject to general theorizing. The point is for you to apply them to yourself and to settle what you yourself are going to do to answer the questions practically and profitably.



The above shows pattern 380 with Grasscloth ground, from "The Menzie Line" for 1906. This effect is specially adapted for dining and reception rooms, and gives most pleasing results when used in two-third treatment with plain Grasscloth 510, for lower.

Wall Paper Department! Probably some merchants have never thought of such a thing. If so, don't let the novelty of the idea scare you. Carpets and curtains are manifestly a part of the general stock, and wall papers are essentially part of the same department. They pertain to the same class of decoration. It would be in the last sense arbitrary to say that it was right to sell decorations and coverings for windows and floors and not for the walls.



Cole's National Mfg. Co.

WHOLESALE

STATIONERS and BOOKSELLERS

Special Values in
PAPETERIES and
Writing Tablets

STOCK COMPLETE AND WELL ASSORTED

See our samples—Travellers are now on the road

N.B.—Awnings, Flags and Tents made by us stand every reasonable test, and the prices are as low as is consistent with good materials and workmanship

COLE'S NATIONAL MFG. CO.,
CRAWFORD ROSS, Manager.
191 Queen St. OTTAWA

MONTHLY REPORTS FROM TRADE CENTRES

MONTREAL.

Business Good for the time of Year—Books in Demand—Some Personals of Interest to the Trade.

Office of BOOKSELLER AND STATIONER,
232 McGill Street, Montreal.
March 3, 1906

DESPITE the fact that this season is considered as a poor time to sell books and stationery, Montreal booksellers do not complain. Business is quiet, they say, but they cannot expect it to be otherwise. Most of them did a greater volume of business this February than they did during the same month last year, and this being the case they are satisfied. The magazine trade has been very good during the past month, and certain books had a good sale.

* * *

Mr. Foster Brown is confined to his bed through illness.

* * *

Mr. and Mrs. A. T. Chapman left on February 17 for England.

* * *

Mr. W. D. Millen has been appointed manager of the book department of Henry Morgan & Company's store.

* * *

"Vivien," by Robert Chambers, has been the best selling book of the past month, and "Barbara Winslow," by Elizabeth Ellis, takes second place.

* * *

Mr. A. T. Chapman, the proprietor of the well-known Chapman's book stores, intends to enlarge and otherwise improve his store at 2304 St. Catherine street, in May.

* * *

Mr. J. N. Marley, western representative of the L. E. Waterman Company, of Canada, Limited, is at present on a trip to the coast. Mr. H. H. Hebb, the company's representative in the Lower Provinces, is at present in Halifax.

* * *

Mr. E. J. Kastner, manager of the L. E. Waterman Company, of Canada, Limited, has purchased a house and lot in St. Lamberts, a suburb of Montreal, with the intention of settling in Canada. Mr. Kastner sailed for London on March 12, on a vacation trip.

* * *

Mr. E. M. Renouf has published a catechism of the Protestant religion, which has met with the approval of the Protestant clergy of the Province of Quebec. The catechism has been recommended for use in the public schools under control of the Protestant board of school commissioners.

* * *

Several new books have appeared. A new one by W. Clark Russell, "The Yarn of Old Harbor Town," is reported as selling well so far, and "A Staff Officer's Note Book," by Ian Hamilton, is also doing very well. Dealers expect to do big business with Louis Tracy's new book, "Karl Grier." Some booksellers have had a few volumes of the American edition which sold out very quickly.

* * *

Drawings by Remington, Christie and other artists, are selling well here. Booksellers are giving them a little more attention than usual just at present. They, like the illustrated post cards, are used extensively in window dressing, and many sales are effected through this manner of display.

* * *

A meeting of the directors of the L. E. Waterman Company, of Canada, Limited, was held in the company's offices here on February 15. The election of officers for the ensuing year was as follows: President, F. D. Waterman; vice-president, W. I. Ferris; secretary and manager, E. J. Kastner. The report read by the secretary showed that a splendid business had been done during the past year. The outlook for the coming season is even brighter.

* * *

Splendid business has been done lately in illustrated post cards. One dealer remarked that "He did not know where they all went to." This heavy business certainly proves that these post cards are as popular as ever with the public, contrary to the sayings of a few pessimists who declare the business to be dead. Many booksellers in dressing their windows form a background of illustrated post cards, and when taste is displayed in the dressing the effect is very pleasing to the eye, and does not fail to attract the attention of buyers. Other dealers prefer to show the cards on tables in the shop. Complaints are made in some quarters of losses sustained through light-fingered boys, who do not seem to have any scruples in appropriating as many cards as they desire.

J. J. G.

TORONTO.

Features of the past Winter's Trade—Social Events Numerous—Styles of Stationery.

Office of BOOKSELLER A D STATIONER.
10 Front Street East, Toronto.
March 12, 1906.

BUSINESS during February and the early weeks of March has been of a steady character. The open Winter has made shopping easy and there has been no interference with the retail trade. Books have been in fair demand, though stationery lines have been the leading feature so far as sales are concerned. The picture post card sells steadily, pending the Summer rush.

* * *

The tendency in high class stationery lines this past Winter has been towards plainer styles. Tinted notepaper has gone largely out of fashion with the exception of light greys, which are still considered correct.

* * *

Social activities during the Winter have kept the stationers busy getting out invitations, programmes and cards of all sorts. Never before has there been such a run of gaiety in the city. Even the coming of Lent does not seem to have put a stop to the social functions. Bridge has been in extraordinary favor all Winter. The result has been a steady demand not only for cards and score pads, but for books of instruction and all sorts of fancy articles, which could be used for prizes.

* * *

Picture post card windows are to be seen in all parts of the city. W. R. Adams, A. L. Merrill and J. P. McKenna show large assortments in their stores on Yonge

street, but every fancy goods dealer has a selection. Needless to say the windows are always attractive to large crowds of pedestrians. W. A. C.

WINNIPEG.

February Trade Good—Special Sales Draw Crowds—The Picture Post Card Business—A New Firm.

Office of BOOKSELLER AND STATIONER,
511 Union Bank Building, Winnipeg, Man.
March 6 1906.

FEBRUARY was a busy month with most Winnipeg book stores and the turnover was large. The Valentine trade was larger than ever, and it deserved to be, for the local stores went after it in the right way with effective window and interior displays, aided by a judicious use of printer's ink. This trade does a great deal to eke out what was once a dull month in the book and stationery stores.

The picture post card trade in Winnipeg is always large and local stores are preparing for a big business this coming Summer among tourists. Views of Winnipeg and typical western views are always good sellers here, while the picture post card of a general nature finds a ready sale.

Special sales in two or three of the stores were the feature of the month. Russell, Lang & Co. conducted a very successful clearing sale, which lasted more than two weeks. Evidently the object was to clear out stock, for tempting reductions were made on all lines. As a leader in the new books "St. Cuthbert's" was sold for 75c.

C. H. Black, Limited, a new firm of office furnishers, are meeting with good success. The president of the company is John A. Hart, the local bookseller, while the vice-president and managing director is C. H. Black. F. R. M.

HALIFAX, N.S.

Trade Brisk—Charles C. Martin Goes to Kentville—C. H. Smith's New Store—Books in Demand.

Ha'ifax, March 9, 1905.

CHARLES C. MARTIN, who has been identified with the retail stationery business of Halifax for over thirty years, is to leave the city in April, and is at present selling off the stock in his store on George street. He has purchased the book, stationery and fancy goods business of R. W. Eaton, at Kentville, N.S., and will remove there altogether next month.

John L. Connolly, the Barrington street stationer, is, and has been for two or three weeks, confined to his bed by illness. At his store business is reported as brisk as usual, and in the picture post card line a great run on local moonlight views in colors is noticed.

At T. C. Allen & Co.'s trade is good and in fiction work sales "Fair Margaret" and "The Gambler" continue to hold their own, while "When it was Dark" and "Conquest of Canaan" figure largely. In the picture post card trade the firm handle only their own series of twenty-eight local views, plain and colored, and they think the card craze is at the top notch this season. Allen & Co. also issued a series of six local views on letter cards, and there is quite a demand for them.

At L. Clyde Davidson & Co.'s, Barrington street, Thorne's "When It was Dark" is reported as the great seller in fiction, though it is not a new book. It seems the rage here just now, and Davidson's have sold out two or three times and have placed another order in England. "The House of One Thousand Candles" continues to sell well. Moonlight scenes in colors and plain embossed are the picture cards in demand, and the magazine trade is reported very brisk. The novelty this week are leather fringes for cushions made of leather post cards. Mr. Davidson was under the weather for some weeks and though back at his office now still feels the effects of his illness.

Clifford H. Smith, who has for some years occupied one of the oldest retail stationery stores—the Central corner of George and Granville streets, opposite the Provincial building—is forced to vacate it because of the Canadian Bank of Commerce having purchased the building and an adjoining one in order to get a central site for the new banking house they are to erect this Summer. For a time Mr. Smith was in despair of getting a central location suitable for his business and feared he might have to remove from the city. But he has just secured a lease of a fine store in the Whitehall building on Barrington street, just north of the city hall, and this will doubtless prove a good stand for trade.

J. P. Griffin, Jacob street, finds the demand in that part of the city in the picture card line is for blueish moonlight effects and comics. J. L. G.



F. C. Port.

RETURNED
MAR 29 1906

ANNUAL MEETING.

THE annual meeting of the shareholders of the Musson Book Company, Limited, of Toronto, was held at their offices on the seventh inst. A most satisfactory statement was presented, and the company have decided to increase their authorized capital to $100,000.

They have been gradually adding to their premises more space, and from the list of new and forthcoming books given in their advertisement in this issue, their standing as Canadian publishers of fiction cannot be questioned.

Their London office at the Mansion House Building, Queen Victoria street, London (E.C.) England, is under the management of Frederic C. Port, who represented the firm of Eyre & Spottiswoode for a number of years on the Canadian route. Mr. Port's connection with the printing and binding trade gives him many advantages and especially at the present time, as the Musson Book Company are busy publishing a new series of bibles known as the Canada New Type Series. By the beginning of the Fall trade they hope to have their range complete, so that the book trade may be supplied with the "Canada" bible.

LEADING CANADIAN STORES

C. W. COATES, THE MONTREAL BOOK ROOM.

A SALIENT and peculiar example of the best ideas taken from the old-fashioned bookshop, together with some of the essentials incorporated from modern stores and methods, is afforded by the establishment of C. W. Coates, the Montreal Book Room, 2176 St. Catherine street, Montreal. A glance at the illustration of the interior shows how the small space is utilized to advantage and gives an inkling of how the store has kept pace with new and laudable improvements. There is only about seventeen feet frontage and thirty-five feet deepth, but the very high ceiling and the spacious shelving allows for the arrangement of a large stock of book and stationery lines. A good display window is regularly changed and the entrance door is used to announce the new arrivals by means of placards pasted thereon. In a quiet, dignified way display ideas are employed and a showcase and display rack illustrate modern ideas.



The Montreal Book Room.

As a branch of the Toronto Methodist Book and Publishing House, the Montreal Book Room naturally takes its stand as a forcible educating and uplifting power. The business specializes largely on Sunday school requisites and text books for various theological colleges, as well as hymn and revival books of various creeds. In this way a steady jobbing trade is transacted as well. By progressive cultivation a growing family trade in the better class of fiction has been acquired, and this is looked after with a good deal of attention. In modern fiction, pernicious literature is avoided and a worthy effort is made to sell only healthy fiction. An expanding trade is being done in musical publications, particularly church music, and the firm acts as agents for a number of music houses. In all lines a large assortment is kept and the stock is constantly replenished from the surplus kept in the basement. The magazine trade has not been attempted, but some daily and weekly papers of a standard nature are sold. In the better class of Christmas and Easter cards, etc., a bid is made for business.

THE WAVERLEY SERIES OF PENS

NOW OF UNEXCELLED QUALITY

Imported by all the Leading Stationers

Every Stationer finds satisfaction in stocking MacNiven & Cameron's Pens. They do not lie on the shelf. They are the renowned "BOONS and BLESSINGS" which are asked for everywhere. Their quality is irreproachable and they are asked for again and again.

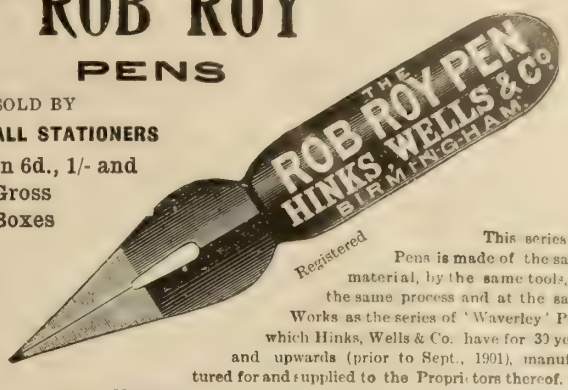
THEY SUIT EVERY HAND. They include turned-up, turned-down, indented, oblique, square and round points.

Sample Cards and Price Lists sent by return mail.

MacNiven & Cameron, Limited
Waverley Works, EDINBURGH

"ROB ROY" PENS

SOLD BY ALL STATIONERS in 6d., 1/- and Gross Boxes



Registered

This series of Pens is made of the same material, by the same tools, by the same process and at the same Works as the series of 'Waverley' Pens which Hinks, Wells & Co. have for 30 years and upwards (prior to Sept., 1901), manufactured for and supplied to the Proprietors thereof.

HINKS, WELLS & Co., Birmingham, Eng.

FINE LEATHER GOODS



MANICURE SETS

Hand Bags, Writing Cases,
Cigar Cases, Desk Sets,
Music Rolls, Etc., Etc.

MANUFACTURED BY

TRADE R MARK. **C. F. RUMPP & SONS** Established 1850

PHILADELPHIA, U.S.A.

NEW YORK SALESROOM:
683 and 685 BROADWAY.

CHICAGO SALESROOM
35 RANDOLPH ST.



DRESSING CASES

China Specials

New goods just to hand. Sightly lines to "brighten up" Spring stocks.

PRICES are a special feature on the above-mentioned goods.

These lines are worth a visit.

FIREWORKS

Now is the time to place your orders.

The Kelk-Sutcliffe Co.

Successors to F. & E. W. KELK

76 York St. below King, **TORONTO**

More Higgins' Drawing Inks



CHAS. M. HIGGINS & CO.

ORIGINATORS AND MANUFACTURERS

INKS AND ADHESIVES

NEW YORK—CHICAGO—LONDON

Main Office, 271 Ninth Street, FACTORY, 240-244 EIGHTH STREET } BROOKLYN, N.Y. U. S. A.

Were sold in 1905 than any previous year of their history, by a large percentage. This is proof positive that when all is said and done, both discriminating consumers and dealers know how to sift the chaff from the wheat, and cleave to that which is good.

Higgins' Drawing Inks

are the best made, and are deservedly the Standard Liquid Drawing Inks of the World.

OUR PORTRAIT GALLERY.

NEW PUBLISHERS' AGENTS.

A NEW firm of publishers' agents has recently been established in Toronto, under the name of Smith & Todd, with office and sample room at 21 Richmond street west. Mr. Smith, the senior member of the firm, arrived in Canada from England over twelve months ago as representative of several English publishers, notably T. Fisher Unwin, Gale & Polden, and George Allen. Since then he has added several others to his list. He has traveled practically all through the Dominion, starting at Halifax and going as far west as Victoria, prospecting for future business and receiving much encouragement.

Having found it necessary to establish himself permanently in Toronto, Mr. Smith has taken Mr. Frank H. Todd into partnership. Mr. Todd, though very youthful in appearance, has had a long experience in the insurance



George Smith.

business and enters the book business with a solid backing of brain and energy.

Together Mr. Smith and Mr. Todd will cover all parts of the Dominion from time to time. They contend that they have some of the finest lines possible to put on the market and are placing their firms in line with the requirements of the Canadian trade.

The list of firms represented by Smith & Todd includes T. Fisher Unwin, George Allen, Gale & Polden, Limited, Burns & Oates, Limited, R. E. King & Co., Limited, G. W. Bacon & Co., Limited, Alf. Cooke, Limited, Marion & Co., Limited, and Newbold & Bulford.

C. W. COATES.

C. W. COATES, manager of the Montreal Book Room for the board of the Methodist Conference, needs no introduction, and his photograph will be recognized by many in the trade, as he has been connected with book and stationery lines in an active manner for nearly half a century, during thirty-one years of which he has been manager of the Montreal store. His success in that particular may be



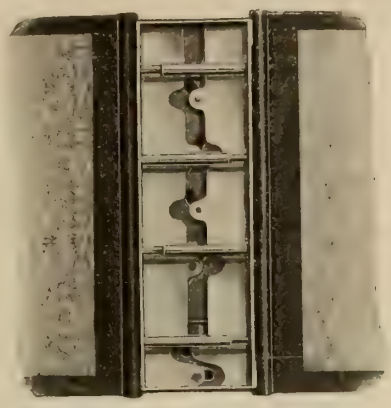
Frank H. Todd.

accurately gauged by the profitable growth of the business. His rugged physique, which entirely discredits the Osler theory, was gained by his early farm life, as he was born in Augusta township in 1835. At the age of sixteen he entered the employ of the Prescott Telegraph, where he remained for four years, showing remarkable aptitude and progressing well. His ambition carried him to Toronto in 1858, as a periodical clerk of the Toronto Book Room. He was moved to Montreal as manager in 1875, and has remained there ever since.

From the trade in Montreal many a spontaneous tribute to his character and worth is heard. It may be said that his is a true example of scrupulous and downright honesty in business affairs. In the conduct of business he exercises systematic detail and thoroughness, and incorporates every available facility for improvement. In comparison with some of the modern ideas in business, his old time commercial morality is instructive.



C. W. Coates.



Mechanism of Expanding Back Ledger.

LOOSE LEAF LEDGERS

Are you interested in connecting with one of the oldest and most successful lines in the United States?

You can do the Binding there, and a few stock sizes of Metals will make many sizes of Finished Books.

We have a special Export Proposition on the Metal Parts for our Ledgers.

NO EXPERIMENT. We are sending them to all parts of the world.

We give you the benefit of our ten years' experience in the business, and put you in position of a Manufacturer.

Send for our Special Export Proposition.

THE C. E. SHEPPARD CO.

Manufacturers Loose Leaf Devices

86 MAIDEN LANE, NEW YORK CITY, U.S.A.

The most popular pens are

ESTERBROOK'S

MADE IN ALL STYLES

Fine Points, A1, 128, 333

Business, 048, 14, 130.

Broad Points, 312, 313, 314.

Turned-up Points, 477, 531, 1876.

CANADIAN AGENTS:

THE BROWN BROS., LIMITED

TORONTO.

YOU ARE INTERESTED IN SOMETHING

Why not get the best items that are printed on the subject?

We read and clip thousands of newspapers every week—therefore we can equip you **speedily** and **economically** for a debate, speech, lecture, essay or anything else requiring up-to-date information and more of it than your competitors are likely to get.

Terms	100 Clippings,	$ 5.00
	250 "	12.00
	500 "	22.00
	1,000 "	40.00

Send for our Booklet which fully explains the scope of the clipping industry.

We have also lists of firms in every branch of trade in the Dominion, the professions, club members, society, etc., and we are prepared to address and mail circulars or letters to these at any time.

THE CANADIAN PRESS CLIPPING BUREAU,

232 McGill Street, MONTREAL — **10 Front St. East, TORONTO.**

This list is for the purpose of placing retailers, manufacturers' jobbers and other readers in touch with reliable and competent accountants and auditors whose services are so frequently required for such purposes as opening books,

Leading Canadian Accountants and Auditors

adjusting and auditing accounts, arranging partnerships or organizing joint stock companies, devising special office systems, making collections and investigations, handling estates, making valuations, etc.

This space $30.00 per year.

This space $15.00 per year.

JENKINS & HARDY.
Assignees, Chartered Accountants, Estate and Fire Insurance Agents.
15½ Toronto Street Toronto.
52 Canada Life Building, Montreal.

This list is for the purpose of placing manufacturers, wholesale and retail merchants and other readers throughout Canada, and firms abroad doing business in Canada, in touch with the legal profession throughout the Dominion, for the collection of accounts, legal representation,

LEGAL CARDS.

organization of companies, the arrangement or dissolution of partnerships, or assignments, as well as all other matters of a legal nature.

For advertising rates apply to MacLean Publishing Co., Limited, Montreal or Toronto.

This space $15.00 per year

ATWATER, DUCLOS & CHAUVIN
Advocates. Montreal.
Albert W. Atwater, K.C. Consulting Counsel for City of Montreal. Chas. A. Duclos. Henry N. Chauvin.

This space $30.00 per year.

This space $15.00 per year.

PERCY P. DAVENPORT.
Chartered Accountant and Assignee,
378 Bannatyne Ave.,
Winnipeg, Man.

This space $15.00 per year.

WM. A. McLEAN
Barrister, Solicitor, Etc.
Head Office, Guelph, McLean's Block.
Branch Office, Acton, Town Hall.
Corporation Solicitor, Etc.

ROBINSON & GREEN
Barristers, Solicitors, Etc.
JOHN A. ROBINSON, JOHN R. GREEN.
Solicitors for the Imperial Bank of Canada, the Southern Loan & Savings Co., St. Thomas, Ont.

LOUGHEED & BENNETT,
Barristers, Solicitors, Advocates, etc. Calgary, Can. Cables: Lougheed, Calgary
Solicitors for: Bank of Montreal, Canadian Bank of Commerce, Bank of Nova Scotia, Merchants' Bank of Canada.

This space $30 per year.

NEW CANADIAN COPYRIGHTS

Registered at Ottawa during March, 1906.

The Skipper Parson. By James Lumsden. William Briggs, Toronto.

The Haunted Mill on Humber. Post card. Douglas Ford, Toronto.

Tammany. Verses parody song. Horace L. Poulin, Montreal.

The Coming Storm. Post card. William M. Munro, Pictou.

A Helpful Service. Book. William B. Hamilton, Toronto.

Heaven is My Home. Song. Words by Rev. Thomas R. Taylor. Music by Oley Speaks. Since Love Led Me to You. Song. Words by Leontine Stanfield. Music by Oley Speaks. When Love is Gone. Song. Words by Ruth Reid. Music by Oley Speaks. Where the Heart Is. Song. Words and music by Oley Speaks. The John Church Co., Cincinnati.

Brant, Elgin, Norfolk, Oxford Counties Directories, 1906. Union Publishing Company of Ingersoll.

Panorama of Toronto. Photograph. William Thomas Freeland, Toronto.

Book of Views and Cover. Book. William Edward Meredith, Toronto.

Songs. Words by Josephine Preston Peabody. Music by Grace Wassall. 1, The Masterpiece. 2, Concerning Love. 3, Cakes and Ale. 4, The Busy Child. 5, The Journey. 6, Cow Bells. 7, The Mystic. 8, Wind. 9, Early. 10, Late. The John Church Company, Cincinnati.

The Little Shepherdess. Op. 5. No. 1. A Flower Fete. Op. 5. No. 2. A Legend. Op. 5. No. 3. Romanza. Op. 5. No. 4. For piano. By R. Stoughton. The John Church Company, Cincinnati.

The Art of Living. By Daniel S. Sager, M.D. Book. D. S. Sager, Brantford.

1, Clover. Song. Words by Witter Bynner. 2, Admonition. Song. Words by Richard Watson Gilder. 3, The Song of the Wind. Words by Nora Elizabeth Barnhart. Music by Wintter Haynes Watt. The John Church Co., Cincinnati.

The Sweetest Day of June. Song. Words and music by Harry Alexander Matthews. Love's Spring-Tide. Words by Frank Dempster Sherman. Music by William G. Hammond. The John Church Co., Cincinnati.

A Trip to The Moon. Three-Step. By Steven Burns. A. Cox & Co., Toronto.

Only a Faint Recollection. By Loyal E. Davis. Poem. Loyal Edward Davis, Toronto.

Abrege Chronologique de l'Histoire du Canada. Par F. T. D. Book. Les Petits Freres de Marie, Iberville, Quebec.

Lead Kindly Light. Sacred Quartette. Words by John Henry Newman. Music by Frank W. Lawrence. William Laing, Essex, Ont.

Heartsease. A Song of Love. For piano. By Neill Moret. Jerome H. Remick & Co., Detroit.

Love that Hath us in the Net. Song. Words by Tennyson. Music by Frank Wrigley, L.A.B. Frank Wrigley, Calgary.

Sankey's Story of the Gospel Hymns and of Sacred Songs and Solos. By Ira D. Sankey. With introduction by Theodore L. Cuyler. Book. Sunday School Times Company, Philadelphia.

Zira. Intermezzo. By E. M. Grant. There's a Time and Place for Everything. Song. Words by Al. Brown. Music by Chris Smith. Jerome H. Remick & Co., Detroit.

Religion as Friendship with God. By John Mackay. Book. The Westminster Co., Toronto.

The First Woman to Cross by Railway the Mountains, Desert and Plains that lay Between the Pacific Coast and the Civilization of the East in America. Book. George Wilcox, South Norwich, Ont.

Railway Legislation of the Dominion of Canada. 1867-1905. James E. Wilson, Currier, Ottawa.

The Merry Makers. March and Two-Step. By Harry J. Lincoln. Vandersloot Music Publishing Co., Williamsport, Pa.

Canadian Character Cartoons. Book of portraits and biographies. Alonzo Wright Ryan, Montreal. Temporary copyright.

The Agricultural Account Book. John Alfred Harkins, Toronto.

Nelson in Photographs. By N. M. Clougher. Book. Nugent Meed Clougher, Toronto.

Keep on the Sunny Side. Song. Words by Jack Drislane. Music by Theodore Morse. F. B. Haviland Publishing Company, Incorporated, New York.

The Honorable Sir Wilfrid Laurier. Photos, A, B, C, D, E and F. W. J. Topley, Ottawa.

Torontonians As We See 'em. Cartoons. Caricatures. W. E. Macarton, Montreal.

The Digest of British Columbia Case Law. 1849-1904. Volumes 1-10. The Carswell Company, Limited, Toronto.

A Kiss in the Rain. Song. Words by Samuel Minturn Peck. Music by Louis Koemmenich. Op. 34. Baby Moon. A Twilight Song. Words by L. Alma Tadema. Music by Charles Willeby. April. Song. Words by William Watson. Music by Howard Brockway. Op. 32. Rosemary. Song. Words by Cicely Fox Smith. Music by Charles Willeby. Love's Radiant Art. Song. Words by Gertrude Rogers. Music by C. B. Hawley. An Afghan Love Song. Song. Words by Ray Douglas. Music by R. Orlando Morgan. A Swing Song. Words and Music by Reginald De Koven. Op. 190, No. 3. 'Tis May, Love. Song. Words by Agnes Helen Lockhart. Music by Reginald De Koven. Op. 190. No. 2. Only a Little While. Song. Words by Lizzie Twigg. Music by Paul Nugent. Love's Benediction. Song. Words after Heine. Music by Reginald De Koven. Op. 190. No. 1. The Shadows of the Evening Hours. Sacred Song. Words by Adelaide A. Proctor. Music by W. G. Hammond. The John Church Company, Cincinnati, Ohio.

The Story of a Coin and the Doings of the Men of Blackboard Town. Book. William B. Hamilton, Toronto.

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The Thistle Hockey Team of Kenora, Ont., 1905-6. Post card. J. G. Banks, Kenora.

Insurance Post Card. Harry E. Jameson, Toronto.

Steganographie Phonetique. Charte. Edward Belanger et Ernest Geoffrion, Montreal.

The ? in Dollars. Book. Thomas Mills & Ernest Cunningham, Kingston.

I Love the Sound of the Sea. Song. Words and Music by Mabel Tait Elliott. Mabel Tait Elliott, Gravenhurst.

Karl Grier. The Strange Story of a Man with a Sixth Sense. By Louis Tracy. Book. McLeod & Allen, Toronto.

Graded Exercises on Rhythm : A Systematic Method for Counting Time in Music. Compiled and Arranged by J. Agar Stokes. The Canadian American Music Company, Limited, Toronto.

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Valenia. Waltz. By J. Fred. Mason. The Canadian American Music Company, Limited, Toronto.

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The Poor Old Man. Song. Words and Music by Vincent Bryan. Vincent Bryan Music Company, New York.

On the Look Out. By Laura Harrison. Painting. Laura Harrison, London.

I Fell Off the Water-Wagon. Song. Words by William Jerome. Music by Jean Schwartz. Jerome H. Remick & Company, New York.

Office for Confirmation Classes. Book. The Musson Book Company, Limited, Toronto.

Traveler's Weekly Report. Book. The Musson Book Company, Limited, Toronto.

Bank Money Order Book Forms with Counterfoils or Stubs. Book. Richard Stenson Waldron, Kingston.

Catalogue of New Issue of Ten Christy Post Cards. Book. Moffat, Yard & Company, New York.

I Won't Play Unless You Coax Me. Song. Words by Al. Trahern. Music by Lee Orean Smith. Jerome H. Remick & Company, New York.

A Day of Good Tidings. By C. B. Keenleyside, B.A., B.D. With Introduction by Rev. A. Carman, D.D. Book. Clifford B. Keenleyside, London.

Plain Practical Pointers on Patents. By Fred. B. Fetherstonhaugh, M.E. Book. Frederic Barnard Fetherstonhaugh, Toronto.

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Map of the City of Calgary. A. P. Patrick, Calgary.

The Canadian Postal Guide and Calendar. Chart. Henry Bayley, Lachine, Quebec.

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As Reported by Leading Canadian Retail Dealers.

CALGARY.

1. "The Wheel of Life," by Ellen Glasgow. Musson.
2. "The Conquest of Canaan," by Booth Tarkington. Poole.
3. "The Long Arm," by S. M. Gardenshire. Poole.
4. "Divine Fire," by May Sinclair. McLeod.
5. "Double Trouble," by Herbert Quick. McLeod.
6. "The Man of the Hour," by Octave Thanet. McLeod.

CHARLOTTETOWN.

1. "Nedra," by G. B. McCutcheon. Briggs.
2. "The Gambler," by K. C. Thurston. Revell.
3. "The Masquerader," by K. C. Thurston. Pool.
4. "A Race with Ruin," by H. Hill.
5. "Graustark," by G. B. McCutcheon. McLeod.
6. "Beverley," by G. B. McCutcheon. McLeod.

COLLINGWOOD.

1. "St. Cuthbert's," by R. E. Knowles. Revell.
2. "The House of One Thousand Candles," by M. Nicholson. McLeod.
3. "The Conquest of Canaan," by Booth Tarkington. Poole.
4. "Fair Margaret," by Marion Crawford. Morang.
5. "Ben Blair," by Will Lillibridge. Briggs.
6. "Nedra," by G. B. McCutcheon. Briggs.

GUELPH.

1. "When It was Dark," by Guy Thorne. Briggs.
2. "The House of Mirth," by Edith Wharton. McLeod.
3. "The Conquest of Canaan," by Booth Tarkington. Poole.
4. "The House of One Thousand Candles," by M. Nicholson. McLeod.
5. "Nedra," by G. B. McCutcheon. Briggs.
6. "The Crimson Blind," by F. M. White.

HAMILTON.

1. "The House of One Thousand Candles," by M. Nicholson. McLeod.
2. "The Deluge," by D. G. Phillips. McLeod.
3. "St. Cuthbert's," by R. E. Knowles. Revell.
4. "Nedra," by G. B. McCutcheon. Briggs.
5. "Fair Margaret," by F. M. Crawford. Morang.
6. "The Conquest of Canaan," by Booth Tarkington. Poole.

KINGSTON.

1. "The House of One Thousand Candles," by M. Nicholson. McLeod.
2. "He that Eateth Bread with Me," by H. A. M. Keays. Musson.
3. "Nedra," by G. B. McCutcheon. Briggs.
4. "Yolanda," by Charles Major. Morang.
5. "St. Cuthbert's," by R. E. Knowles. Revell.
6. "Fair Margaret," by Marion Crawford. Morang.

MONCTON.

1. "Barbara Winslow," by Elizabeth Ellis. Musson.
2. "Nedra," by G. B. McCutcheon. Briggs.
3. "The House of Mirth," by Edith Wharton. McLeod.
4. "Fair Margaret," by Marion Crawford. Morang.
5. "The Deluge," by D. G. Phillips. McLeod.
6. "The Garden of Allah," by Robert Hichens. Briggs.

MONTREAL.

1. "Vivien," by W. B. Maxwell. Appleton.
2. "Barbara Winslow," by Elizabeth Ellis. Musson.
3. "The Divine Fire," by May Sinclair. McLeod.
4. "The Wheel of Life," by Ellen Glasgow. Musson.
5. "The Great Refusal," by Maxwell Gray. Appleton.
6. "Mrs. Fitzherbert and George IV.," by Wilkins. Longman Green.

OTTAWA.

1. "Divine Fire," by May Sinclair. McLeod.
2. "The House of Mirth," by Edith Wharton. McLeod.
3. "My Friend the Chauffeur" by Williamson. Musson.
4. "The Dark Lantern," by Elizabeth Robins.
5. "Vivien," by W. B. Maxwell. Appleton.
6. "The Gambler," by K. C. Thurston. Revell.

PETERBORO.

1. "Fair Margaret," by Marion Crawford. Morang.
2. "The Deluge," by D. G. Phillips. McLeod.
3. "The House of One Thousand Candles," by M. Nicholson. McLeod.
4. "The Garden of Allah," by Robert Hichens. Briggs.
5. "St. Cuthbert's," by R. E. Knowles. Revell.
6. "The Gambler," by K. C. Thurston. Revell.

ST. CATHARINES.

1. "St. Cuthbert's," by R. E. Knowles. Revell.
2. "The House of Mirth," by Edith Wharton. McLeod.
3. "The House One of Thousand Candles," by M. Nicholson. McLeod.
4. "The Conquest of Canaan," by Booth Tarkington. Poole.
5. "The Gambler," by K. C. Thurston. Revell.
6. "The Deluge," by D. G. Phillips. McLeod.

STRATFORD.

1. "St. Cuthbert's," by R. E. Knowles. Revell.
2. "The Gambler," by K. C. Thurston. Revell.
3. "My Friend the Chauffeur," by Williamson. Musson.
4. "Ayesha," by H. Rider Haggard. Briggs.
5. "The House of One Thousand Candles," by M. Nicholson. McLeod.
6. "Hearts and Masks," by Harold MacGrath. McLeod.

TORONTO.

1. "Barbara Winslow, Rebel," by Elizabeth Ellis. Musson.
2. "The Brothers," by H. A. Vachell. Dodd.
3. "Peter's Mother," by E. de La Pasture. Dutton.
4. "The Hill."
5. "The Conquest of Canaan," by Booth Tarkington. Poole.
6. "Divine Fire," by May Sinclair. McLeod.

VANCOUVER.

1. "Saints in Society," by Mrs. Saundsrs. Copp.
2. "The Duke's Son."
3. "The Conquest of Canaan," by Booth Tarkington. Poole.
4. "Vivien," by W. B. Maxwell. Appleton.
5. "Kipps," by H. G. Wells. Scribner's.
6. "Divine Fire," by May Sinclair. McLeod.

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Macmillan Co., Toronto.
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Brown Bros., Toronto.
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Commercial Works.
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Copying Presses.
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Educational.
Belleville Business College, Belleville, Ont.

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The pen with the Clip-Cap

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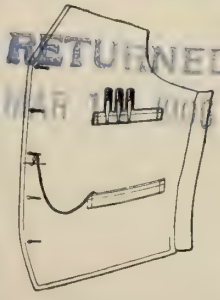


The action of Waterman's Ideal Fountain Pen depends on the Spoon-Feed, a patented device which insures absolute certainty and uniformity of ink to the pen point when writing and prevents blotting or flooding of the last few drops—a common objection to almost all other fountain pens.

The Spoon-Feed, which has cups in the side, cannot be used in any other make than Waterman's Ideal Fountain Pen.

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is strong as well as simple. Made usually of German Silver, it is fastened on to the cap in such a way as to make it almost part of the cap itself.



It is permanently secured with a one-piece rivet that leaves no obstruction inside.

It enables one to carry a fountain pen in the coat or vest pocket with an absolute sense of security.

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Our catalogue lists about 140 styles. We have 23 different styles of Emblem Pens alone. These are pens with mounted emblems of different Societies, Fraternal Orders, Clubs, Colleges, etc.

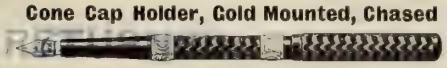
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Cone Cap Holder, Plain Black (also Mottled or Chased)



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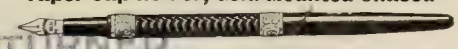
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Taper Cap Holder, Chased (also Plain Black or Mottled)



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Number	22	23	24	25	26
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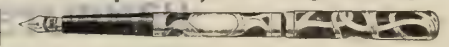
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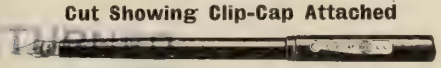
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	$2.50	$3.50	$4.00	$5.00	$6.00

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14-Karat Solid Gold	2.00 extra

To the Dealer:

Waterman's Ideal Fountain Pen has been the standard fountain pen for twenty-two years or more, because in all that time its manufacturers have stood behind it with a very broad guarantee.

Every pen sold is expected to give perfect satisfaction and there is a pen made for every writer.

Show cases are loaned to dealers who carry a reasonable assortment of pens. Prices are always absolutely uniform.

At your request we will give your pen clerk an education on how to sell pens by familiarizing him with the many different styles of special pens that are made for all purposes.

Our House Organ

The Pen Prophet

This is a little publication issued by us, devoted to the interests of Waterman's Ideal Fountain Pens and circulated principally among our 17,000 customers in the United States and Canada. In it appears from time to time news of the Ideal Pen World and every dealer in this country should receive a copy.

The total circulation of the Pen Prophet is 25,000—8,000 of which are sent to dealers who are fast becoming customers. You should get it.

Fountain Pen Ink

Any good fluid ink may be used with satisfaction in Waterman's Ideal Fountain Pen. Anybody that uses our pens knows that.





There is only one ink, however, on which you can always depend, and that is one which is especially made for fountain pen use. To be always certain insist on Waterman's.

It sometimes occurs that the use of different kinds of ink results in a chemical action that unfits it for use in any fountain pen, and dealers should not overlook the fact that our ink is an unusually fluid, blue-black, especially adapted to fountain pen use.

It is put up in regular-sized bottles, from two ounces to a quart, as well as in the Desk and Travellers' Filler styles that are now so well known.

L. E. Waterman Co., of Canada, Limited

136 ST. JAMES STREET, MONTREAL

INK Is Your Stock Complete ?

WE SELL

Stephens', Stafford's, Underwood's, Higgins' (Drawing), Pomeroy's (Stamping)

NEW SCHOOL BLANKS

WHEN IN NEED ASK TO SEE OUR SAMPLES.

Our Tables (with covers for you only) are good.

WRITE FOR SAMPLES.

Buntin, Gillies & Co., Limited

Wholesale and Manufacturing
. . . Stationers . . .

HAMILTON and MONTREAL



How easy to claim that certain goods are the best. How few can demonstrate that they really are.



We claim "Our Line" **Typewriter Ribbons** and **Carbon Papers** is the best.

We can clearly show that it is, and it is the best from every view point.

Best in Quality, Best in Variety, Best in Keeping Your Trade, and best in Protection, as we are manufacturers for the TRADE ONLY.

MITTAG & VOLGER

Sole Manufacturers,
FOR THE TRADE ONLY.

Principal Office and Factories, Park Ridge, N.J.

NEW YORK CITY,
Stewart Bldg., 280 Broadway
CHICAGO, ILL., 108 La Salle St.
LONDON, 4 St. Paul's Church Yard, E.C.
PARIS, 5 Im Passe Reille
ZURICH, J. G. Muggli.
AMSTERDAM, Benier & Co.

VOL. XXII. No. 4 Subscription, $1.00 Per Year

BOOKSELLER AND STATIONER

APRIL 1906



THE MACLEAN PUBLISHING CO.
MONTREAL TORONTO WINNIPEG

Warwick Bros. & Rutter, Limited

FANCY GOODS

OUR TRAVELLERS ARE NOW ON THEIR RESPECTIVE ROUTES, WITH OUR COMPLETE RANGE OF NOVETIES IN HOLIDAY FANCY GOODS. MAKE IT A POINT TO SEE THEM.

- OFF -

FOR WINNIPEG AND THE WEST — H. C. WOODS, L. TWISS

FOR MONTREAL, OTTAWA, KINGSTON AND QUEBEC — J. B. FRASER, JOHN ALLEN

FOR NEW BRUNSWICK, NOVA SCOTIA AND PRINCE EDWARD ISLAND — GEO. HAZEN, D. S. BIGGS, E. HAZEN

IMPORT ONLY

Warwick Bros. & Rutter, Limited

TORONTO

The Canadian Trade, when in London or New York, are cordially invited to visit our Establishments in these Metropoli, where they may place their orders for the "Tuck" publications at the same prices and terms as are quoted by our Canadian Branch.

Raphael Tuck & Sons Company Ltd.

"Sports" Playing Cards



LACROSSE DESIGN.

THE BEST VALUE IN THE MARKET.

ONE OF MANY VARIETIES.

Leaders in a second grade — GOOD LUCK and ST. LAWRENCE.

SPECIAL CARD FOR WHIST PLAYERS

Colonial Whist

We are headquarters for PLAYING CARDS

MADE IN CANADA.

Style and finish equal to Imported Cards.

Advertising Cards of all sorts—Novel Designs.

FOR SAMPLES AND PRICES APPLY—

The UNION CARD & PAPER CO., Limited

MONTREAL.



The pyramids are the ancient symbols of permanence.

The Baltimore Fire

in 1904 revealed a modern example of permanence, in that the books of one company lay in the water five days, but for all practical purposes their records were as good as ever. The ink used on their books was

Carter's Writing Fluid

What's the mattar with that for an ink?

THE CARTER'S INK COMPANY

Boston New York Montreal

BROWN BROS.

LIMITED

Manufacturing and Importing

STATIONERS

Stocks in all Departments fully "Up-to-date."

WE HAVE NOW AN EXCEPTIONALLY FINE LINE OF

ACCOUNT BOOKS

MEDIUM, DEMY, CAP, QUARTO, 8VO, Etc.

OUR SPECIAL **HALF RUSSIA STYLE** IN ALL SIZES HAS PROVED A GREAT SUCCESS, WITH INCREASING SALES.

I—P. Loose-Leaf Price Books
Fresh supply just in.

The Complete Paper Warehouse
Every description of **PAPER**—kind, size and weight.

Stationery and Office Supplies
We aim to have the most complete stock.

Ink Stands, Date Cases, Stationery Cabinets, etc.
Our own make are commanding a large demand.

Fountain Pens. We keep the best.
Paul E. Wirt, A. A. Waterman.
"Strathcona" (most popular $1 pen.)

New Pencils. Splendid value.

"OPHIR"

Drawing. H.B., H. H H., B.
Copying. COMPRESSED LEAD.
Ledger Pencil. ERASES CLEAN

51-53 Wellington Street West, **TORONTO**

ONE BAD APPLE SPOILS WHOLE BARREL



ARE MADE BY

GATCHEL AND MANNING

27 TO 41 S° 6TH ST

PHILADELPHIA

Why don't you try "COLOR WORK" in your CATALOGUES etc?

SAVORY



SAVORY

CHRISTMAS CARDS,
"CLIFTON" Series
CALENDARS,
PICTURES

PRIVATE CHRISTMAS
GREETING CARDS

FANCY CARD BOARDS
and BLANK FOLDERS

MENUS,
BALL PROGRAMMES,
GUEST CARDS

BY

E. W. SAVORY, Ltd.
BRISTOL
All Goods Sold F.O.B. Toronto.

We have pleasure in announcing that our samples of Art Publications are rapidly nearing completion and trust to be able to advertise their arrival here at an early date.

Enquiries from the trade who have not hitherto stocked the "Clifton" publications are cordially invited

Our Private Christmas Card Samples are now ready and we will be pleased to send our sample books on request.

We are showing 5 series of Private Cards this year including a very high class of Canadian designs showing Coats-of-Arms of the Dominion and provinces, National Views and Maple Leaf Designs.

HOLD your heaviest order
FOR OUR TRAVELLER

TRADE MARK

Menzies & Company

SOLE CANADIAN AGENTS

23 Scott Street, TORONTO

Waterman's Ideal Fountain Pen

The pen with the Clip-Cap

To the Consumer:

Waterman's Ideal Fountain Pen is perfect in every detail of construction. It is so simple that it cannot get out of order except by accident or by the tinkering of some one who does not understand it. It contains only selected materials of the highest grade put together and adjusted by workmen skilled and of long experience.

A perfect fountain pen is the greatest boon to those who write. We have made an exhaustive study of the requirements of all writers, and whether pens are intended for personal correspondence, business offices, counting rooms, editorial desks, stenographic reporting or manifold work, we can suit the most exacting.

The Spoon Feed

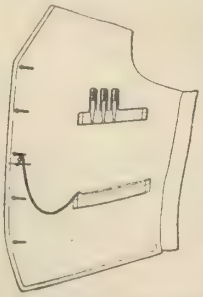


The action of Waterman's Ideal Fountain Pen depends on the Spoon-Feed, a patented device which insures absolute certainty and uniformity of ink to the pen point when writing and prevents blotting or flooding of the last few drops a common objection to almost all other fountain pens.

The Spoon-Feed, which has cups in the side, cannot be used in any other make than Waterman's Ideal Fountain Pen.

Ideal Clip-Cap

is strong as well as simple. Made usually of German Silver, it is fastened on to the cap in such a way as to make it almost part of the cap itself.



It is permanently secured with a one-piece rivet that leaves no obstruction inside.

It enables one to carry a fountain pen in the coat or vest pocket with an absolute sense of security.

When vests are discarded it is a boon to the man who would carry his pen in his coat pocket.

Clip-Caps are made in German Silver, Sterling Silver, 18-Karat gold filled, and 14-Karat Solid Gold at prices shown in the next column.

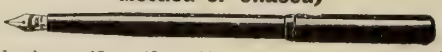
Principal Styles

Some of the best-selling commercial lines are shown below. The styles shown here are only a few of the principal kinds in stock.

Our catalogue lists about 140 styles. We have 23 different styles of Emblem Pens alone. These are pens with mounted emblems of different Societies, Fraternal Orders, Clubs, Colleges, etc.

Waterman's Ideal Fountain Pen is useful to all business men, attorneys, physicians, teachers, insurance and other agents, bookkeepers, correspondents, reporters, clerks, and an endless number of others.

Cone Cap Holder, Plain Black (also Mottled or Chased)



Number	12	13	14	15	16	17	18
	$2.50	$3.50	$4.00	$5.00	$6.00	$7.00	$8.00

Cone Cap Holder, Gold Mounted, Chased



Number	12	13	14	15	16	17
	$3.50	$4.50	$5.00	$6.00	$7.00	$8.00

Taper Cap Holder, Chased (also Plain Black or Mottled)



Number	22	23	24	25	26
	$2.50	$3.50	$4.00	$5.00	$6.00

Taper Cap Holder, Gold Mounted, Chased



Number	22	23	24	25	26
	$3.50	$4.50	$5.00	$6.00	$7.00

Straight Cap Holder, Gold Mounted, Chased



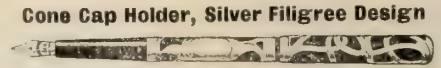
Number	2	3	4	5	6
	$3.50	$4.50	$5.00	$6.00	$7.00

Straight Cap Holder, as above, no Mounting

Blain Black, Mottled or Chased

Number	2	3	4	5	6
	$2.50	$3.50	$4.00	$5.00	$6.00

Cone Cap Holder, Silver Filigree Design



Number	12	14	15	16	17
	$5.00	$7.00	$8.50	$9.50	$11.00

Cut showing Clip-Cap Attached



Prices for Clip-Caps are given below:

German Silver Clips	$ .25 extra
Sterling Silver Clips	.50 extra
18-Karat Gold Filled	1.00 extra
14-Karat Solid Gold	2.00 extra

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It is put up in regular-sized bottles, from two ounces to a quart, as well as in the Desk and Travellers' Filler styles that are now so well known.

Old Friends

(Davidson Bros.)

with....

New Phases

(This season's lines)

Every phase of Card and Calendar Art finds exemplification in our Sample Book this season, and the new designs stand out transcendentally above anything shown elsewhere.

You can make a stronger and better bid for business if you have absolute confidence in the goods you sell, and you can put more vim, vigor and life into your card and calendar display if you

make "DAVIDSON" the keynote of your buying.



No. 13—Sunshine Calendar

Our Five and Ten Cent Calendars

now run into 27 numbers. They are all Flower designs in choicest natural colorings. Showy, not gaudy. Easy Sellers. Sure Winners.

Make up your order list now.

Post Cards

We have the very best and brightest in Humorous, Real Photo, Glossy Plain, Hand Coloured and Jewelled

OUR SPECIALTY

"Tom Browne" Comics and Leading Actresses. We have the sole monopoly of designs of Tom Browne R.I.



"WANTED, A WIFE" Post Card, *by Tom Browne, R.I.*

Let us know your needs

DAVIDSON BROTHERS

Agents for Canada

The Copp, Clark Co., Ltd., Toronto

Basterfield St.

LONDON, ENG.

C. Brandauer & Co.'s - Limited



SEVEN PRIZE MEDALS.

CIRCULAR POINTED PENS

These series of Pens neither scratch nor spurt. They glide over the roughest paper with the ease of a soft lead pencil. Assorted Sample Boxes, 6d., to be obtained from all Stationers. If out of stock, send 7 stamps to the Works, BIRMINGHAM. Attention is also drawn to our Patent Anti-Blotting Pens.

London Warehouse : 124, NEWGATE STREET, E. C.

Canadian Agents: H. O. KNOWLES CO., 511 Coristine Building, MONTREAL

SCRIBBLERS AND EXERCISE BOOKS

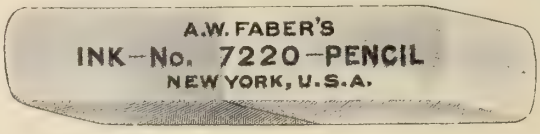


Large Variety of Covers. Historical, attractive and instructive descriptions of subject on back cover.

Samples and prices sent on demand.

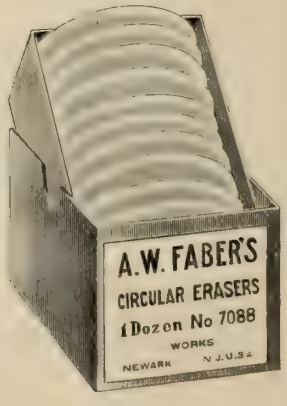
Librairie Beauchemin
LIMITED
MONTREAL





A. W. FABER'S

Pure Rubber Bands
Rubber Erasers



For Sale by all Leading Stationers

McCAW, STEVENSON & ORR, Ld.

BELFAST (IRELAND)

And in Succession to Marcus Ward & Co.

WOULD REMIND THE TRADE IN CANADA

That **Royal Irish Linen** is still the premier notepaper of the world.
That **Seccotine** is yet the ***peer*** of adhesives (and will be).
That their **Memorial Cards** and **Menus** are the newest and the ***most complete*** in their range.
That their **Calendars**, so universally admired, are richer in designs this year than ever.

LOOK OUT FOR THEIR REPRESENTATIVE'S VISIT VERY SOON

JOHN HEATH'S PENS

JOHN HEATH'S BALTIC PEN

A good Pen is a good servant, and **John Heath's** Pens are **made to serve!**

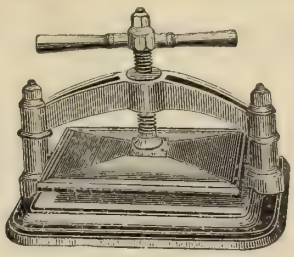
ALWAYS READY AND ALWAYS WILLING.

They were 'first' 45 years ago, and are still leading the way. British made of British Steel

Write for Sample Card.

and see which suits you best

London Agency: **8, St. Bride St., E.C.**



FOR

COPYING PRESSES

ALL SIZES from Quarto Post to largest Waybill.

Write the

James Smart Mfg. Co., Limited

Brockville, Ont., or Winnipeg, Man. **ESTABLISHED 1854**

THE IMPERIAL BRANDS OF

Commercial Inks, Mucilage, Etc.

We beg to announce to the trade that we have started the manufacture of all kinds of **Commercial Inks, Mucilage, Etc.**

Our Inks are manufactured on an entirely new and scientific principle, are guaranteed never to corrode or thicken, and superior to any imported ink.

We invite enquiries and will be pleased to send **samples and prices on request.**

The Canadian Ink Mnfg. Co.,

37 Wellington St. MONTREAL

Papeteries

Samples of our 1906 series of High-Class Papeteries, for Christmas and Holiday trade, are now in the hands of our travellers. See them before ordering. You will be astonished at their elegance, variety and value.

They are all made in Canada and imported lines cannot compete with them

W. J. GAGE & CO., Limited

Warehouse and Factory,
82-94 SPADINA AVE.

Sample Room,
54 FRONT ST. WEST

Paper Mills, ST. CATHARINES

TORONTO

THE

Bookseller and Stationer

Subscription, One Dollar a Year. Single Copies, Ten Cents.

Vol. XXII. MONTREAL AND TORONTO, CANADA, APRIL, 1906. No. 4.

NOTES FROM THE EDITORIAL SANCTUM

ACCORDING to our custom in past years, we will make the May issue of Bookseller and Stationer a Summer Reading number. The usual lists of books suitable for holiday trade will be provided and full information given regarding cheap editions. The number will also pay special attention to souvenir goods. The demand for novelties to attract the tourist trade is always strong, and anything we can do to assist dealers in securing an attractive stock will be done. The number will, of course, be considerably larger than our ordinary issue and will be well illustrated.

* * *

Some complaints have reached us that our reviews of books are not as impartial as they should be, and that, were booksellers to follow our advice, they would make mistakes in their purchases. We protest strongly against any such assertions. In the first place we hold that the bookseller is himself the best judge of the saleable qualities of a book for his particular district. Accordingly, in our reviews we do not express dogmatic opinions, but endeavor to assist the bookseller by telling him what a given book is about. The great bulk of current fiction is mediocre, and we would be the last ones to attempt to magnify the value of a poor book. It is our aim to state briefly what a book is about. If we can conscientiously praise any feature of it we do so. Thereafter we leave it to the intelligence of the bookseller to decide whether or no he can sell the book.

* * *

That the advertising contest which we conducted last Fall was appreciated by our readers is evident. In the course of a letter to Bookseller and Stationer, C. L. Nelles, the Guelph bookseller, writes: "I might as well continue and make an observation about the advertising contest held by your good paper some months ago, in which R. A. Land was judged first. This seemed to be (by the ads shown) a decision of a man who approves more of the solid-reading than the display style of advertising. There is a great diversity of opinion amongst expert advertisers, some of them sticking almost exclusively to solid matter, whilst a great many others consider display ads as being more catchy and attractive. However, I hope your contest gave some good result to the trade, as there is no doubt that a number of them require brightening up on the side of advertising."

The special attention of our readers is directed to the offer which we make at greater length in the editorial pages, with regard to sending lists of best-selling books to local newspapers. This is a form of advertising for the retailer that costs nothing, and on the face of it looks to be advantageous. A paragraph in any newspaper giving the names of the six books which are in greatest demand in Canada is certain to arouse some interest and, if we are not mistaken, to lead to an inquiry for the books mentioned. To repeat, we will send to any newspaper with which an arrangement is made by a local bookseller, an advance proof every month of our list of best sellers for the preceding month.

* * *

A department which we hope to be able to place on a permanent footing soon is the department devoted to the interests of the window-dresser. The difficulty in the past has been to secure illustrations, for without an illustration it is almost an impossibility to give a proper lesson in the art. However, it is our hope that soon we shall be in a position to insert an occasional illustration that will be of value to our readers. The department of good advertising will, at the same time, be sedulously cultivated.

* * *

It is gratifying to us to find our readers appealing to us to make public certain grievances which are interfering with the smooth running of their business. This month our attention has been particularly directed by a correspondent in the Northwest to the inadequacy of the news companies' service in that part of the Dominion. On receiving his letter we immediately referred it to our Winnipeg office, and the manager there did the best he could in a short time to size up the situation by interviewing prominent dealers there. We would like any of our readers in the west, who are interested in the matter, to drop us a line, believing that there is a great deal of efficacy in combined action.

* * *

A monthly letter from London is to be a feature of future numbers of Bookseller and Stationer. It will be written by a capable correspondent in our London office, and will give a thorough account of trade conditions in the Motherland. A section of the letter will deal with books, and the balance will discuss stationery and fancy goods lines.

THE EDITOR.

PUBLISHERS' ANNOUNCEMENTS

The Musson Book Co., Limited.

"Lady Betty Across the Water," by C. N. and A. M. Williamson, authors of "My Friend the Chauffeur," will be published by the Musson Book Company on May 5. It is a bright and vivacious Anglo-American love story—not an automobile story this time, but with enough of the "bubble" in it to attract the motor lovers. Lady Betty is sure to dance right into popularity, for she is the most fascinating, pert and clever little lady imaginable, and it is no mystery why every man she meets falls in love with her. The book contains eight illustrations in four colors by Orson Lowell. (Cloth, $1.50.)

"The Truth About Tobia," by Bertha Runkle, author of "The Helmet of Navarre," a highly amusing novel of to-day, is meeting a splendid welcome by the reading public. Frontispiece in four colors by Henry Hutt. (Cloth, 12mo., $1.50.)

"Kenelen's Desire," by Hughes Cornell (cloth, $1.50), is now ready. This attractive story of events real and imaginary gives a glimpse into the true character of its hero, Kenelen, who is an Alaska Indian, adopted and educated by a white family of British Columbia. The author has received high praise for his faithful and realistic delineation of the Indian character.

Guy Thorne's latest novel, "First it Was Ordained," (cloth, $1.25) is now ready. This is the last and undoubtedly the greatest of all the writings of this great author, who because of his criticism of church establishment has the honor of recognition not accorded to any other writer since 1849, when Froude's famous "Nemesis of Faith" was publicly burned by the Union Society of Oxford. "First it Was Ordained" is a story full of action. This subject, one of vital importance to the state, the church and the home, as shown by the disclosures of the census, treats of the diminishing birth rate. There is absolutely nothing in the story that would offend the susceptibilities of the most captious. The subject has been handled with wonderful care and restraint. In Great Britain "When it Was Dark," by the same author, has reached a sale of 175,000 copies. It is expected this new novel will exceed that.

"Pam Decides," by Bettina Van Hutton, author of "Pam," (cloth, $1.25) will be ready about the end of April.

"Uncle William," by Jennette Lee, author of "The Son of a Fiddler," (cloth, $1) is a most entertaining, whimsical and lovable character who has come to refresh a weary world. Uncle William liked to loaf and he loved the sea, like the true Nova Scotia fisherman he was. The tender absurdities of this old man's experiences, and the unfolding of a very pretty love story, make a tale of rare charm.



Illustration from "Lady Betty." By C. N. and A. M. Williamson. (Musson Book Co.)

Rider Haggard's new book, "The Way of the Spirit," will be published by the Musson Book Company about the end of April.

"The Fight for Canada," by William Wood, a navy league secretary, major in the Canadian militia, and president of the Literary and Historical Society of Quebec, (8vo., cloth, $2.50 net) contains portraits of Wolfe and Montcalm, battle plans and maps. Major Wood views the entire campaign in the aspect of a combined naval and military operation, in which sea power is now made to assume its proper relation to British conquests. He

takes a broad and statesmanlike view of the events, and his brilliant work in the battle of the plains is rendered particularly attractive by his skill in setting forth the situation and the freshness of his illustrations.

The Canadian edition of "Bird Guide," by Chester A. Reed, B.S., author of "North America Birds' Eggs," and Frank M. Chapman, author of "Color Key to North American Birds," in parts I. and II. (cloth, 50c. each part; leather, 75c. each part) will be published by the Musson Book Company on April 20. This work is undoubtedly the best and only book answering all the requirements of teachers, students and beginners in bird study. The volumes are small so as to render the student practical aid in his study and travels.

Two important books just published by the Musson Book Company are "Encyclopaedia of Etiquette," by Emily Holt, containing nine illustrations (net $2), and "The Complete Housekeeper," by the same author ($2 net).

William Briggs.

William Briggs announces to the Canadian trade that he is now the agent for the Ernest Thompson Seton books, in succession to Morang & Co., Limited. All the old books on animal life can be procured from him and he will handle all the future work of this author.

William Briggs also announces that all Morang & Co.'s trade editions can in future be bought through him, he having arranged to act as selling agent for the Morang books.

The edition of George Barr McCutcheon's new novel, "Cowardice Court," which has just been placed on the market, is a beautiful example of book-making. The cover is handsomely designed, the illustrations are all choicely colored inserts and each page is elaborately decorated. (Cloth, $1.25.)

Another paper edition of "A Welsh Singer," by Allen Raine, is ready, and also a second paper edition of "The Garden of Allah," by Robert Hichens. Both books still sell well, and there is also a constant demand for "God's Good Man," by Marie Corelli.

"A Motor Car Divorce," by Louise Closser Hale, and "An Opal Serpent," by Fergus Hume, are Willian Briggs' latest fiction publications. Both were issued on April 5 in cloth and paper editions. ($1.25 and 75c.)

The Oxford University Press.

On April 2 the Oxford University Press moved into their renovated offices on the ground floor of the Clarendon Building, Richmond street, Toronto. Several important changes have been made in the building since the fire, notably the division of the ground floor into two offices. That on the left hand is now occupied by the Oxford Press, while the right hand office will be taken by the Baptist Book Room on May 1. In the opinion of Bookseller and Stationer the change will be advantageous to the Oxford Press, as it concentrates all departments and makes the premises conform better to the modern notion of a publishing house.

To the left of the entrance is located Mr. S. B. Gundy's private office, shut off by a high partition and furnished with hard wood desk, chairs and bookcase Adjoining it is the business office, also handsomely furnished and conveniently arranged. The door of the office opens into the large sample and stock room. Down the centre on a special sloping stand are spread out the sample books, while to left and right high and deep shelving admits of the storage of an immense stock of books. The depth of the shelves, which furnish room far four, five and six rows of books, make the arrangement of the stock most convenient. At the rear are the shipping department and freight elevator.

The Oxford Press also use the commodious basement for storage purposes, and they are reserving a large room on the top floor of the building for emergencies. The first floor is occupied by the Macmillan Co., of Canada.

To admit of future enlargement, Mr. Gundy has so arranged the partition on the ground floor that the front portion can be readily removed, thus giving room for a large showroom and more space for storage.

The Copp, Clark Co., Limited.

Within the last few weeks several books have issued from the presses of The Copp, Clark Co. The first to arrive was the £100 prize novel, "Saints in Society," by Mrs. Baillie-Saunders, which has had a splendid reception. The next was "The Corsican Lovers," by Charles Felton Pidgin. Following it came Lilian Bell's much-heralded novel, "Carolina Lee." Max Pemberton's "My Sword for Lafayette," John Oxenham's



Mrs. Baillie-Saunders
Author of "Saints in Society." (Copp, Clark Co).

"Giant Circumstance," and Mary Dillon's "In Old Bellaire," have just appeared as we go to press.

The volume on "Landscape Painting and Modern Dutch Artists," by E. B. Greenshields, of Montreal, was published last month. It has taken hold well, and its sales have been large, especially in Montreal.

For publication in the immediate future, The Copp, Clark Co. announce the following in the order named: "The Healers," by Maarten Maartens; "The Great Refusal," by Maxwell Gray; "Dearlove," by Frances Campbell; "The Freemasons," by L. S. Gibson; "A Diplomatic Adventure," by Dr. S. Weir Mitchell, and "Kid McGhie," by S. R. Crockett.

The title of E. P. Oppenheim's new book has been changed from "The Malefactor" to "Mr. Wingrave, Millionaire." It will be ready shortly.

The Copp, Clark Co. are now the agents in Canada for the famous John Henry books, of which over half a million copies have been sold. The latest of these humorous productions, "Skiddoo," is announced for early publication.

The Copp, Clark Co. have ready paper editions of "White Fire," by John Oxenham; "Return," by Grace MacGowan Cooke; "The Imperialist," by Mrs. Cotes; "The Household of Peter," by R. N. Carey; "The Spider's Eye," by Wm. le Queux; "The Clansman," by Thomas Dixon, Jr.; "Maid Margaret," by S. R. Crockett, and "Jess & Co.," by J. J. Bell. (75 cents.)

The Poole Publishing Co.

The Poole Publishing Company have brought out another edition of that long-time favorite "Nancy Stair," both in cloth and paper.

"The Cruise of the Conqueror," in which G. Sidney Paternoster continues his narrative of the career of "The Motor Pirate," will be ready in a few days, both in paper and in cloth editions.

Two shipments of "Silas Strong," by Irving Bacheller, have been placed on the Canadian market already, and the indications are that this new story will rival "Eben Holden" in popular favor.

The Poole Publishing Company will have the Canadian rights for Mrs. Humphry Ward's new novel, "Fenwick's Career," which has been running serially in the Century. The book will probably be published about the middle of May.

So favorable has been the reception accorded to "The Spoilers," by Rex E. Beach, that the Poole Publishing Company will probably bring out a Canadian edition shortly. It is considered quite a remarkable book, having attracted much attention during its serial run in Everybody's Magazine.

McLeod & Allen.

McLeod & Allen have just published the Canadian edition of "Alton of Somasco," by Harold Bindloss. This is a tale of British Columbia, written by a young Englishman, who has grasped the spirit of the Canadian west in a remarkable manner.

A. W. Marchmont's latest novel, "By Wit of Woman," will be ready for the Canadian market shortly. Marchmont is a favorite with a wide circle of readers in this country.

Those who read "The Grafters" a year or so ago, will welcome Francis Lynde's New story, "The Quickening," in which he has introddced again the elements which went to make his earlier work so engrossing. "The Quickening" will be ready this month.

"The Golden Greyhound," by Dwight Tilton, and "The Girl from Tim's Place," by Charles Clark Munn, are now ready in Canadian editions.

"Judith," by Grace Williams, is a strong story of the early days of settlement on the Ohio. It introduces two rather remarkable characters in Judith and her parson lover. It is now ready in a Canadian edition.

To counteract the flood of socialistic and destructive literature that is pouring from the press to-day, D. M. Parry, president of the National Association of Manufacturers of the United States, has written a striking novel, "The Scarlet Empire," in which he endeavors to show what life would be like were the world to accept the tenets of socialism.

Books to be published almost immediately by McLeod & Allen are "The Day Dreamer," by Jesse Lynch Williams, and "The Prisoner of Ornith Farm," by Frances Powell.

A great stir has been caused by the publication of Upton Sinclair's novel dealing with the pork-packing industry of Chicago, "The Jungle." It will rank among the most remarkable books of the year. Already the Canadian edition has been exhausted and a new edition called for.

Morang & Co, Limited.

Four volumes have recently been added to that concise little series of handbooks, Morang's Literature Series. They are "Hawthorne's Wonder Book," edited by J. C. Saul; "Selections from Longfellow," edited by J. C. Saul; "Narrative Poems," edited by J. C. Saul, and "High School Prose, Part II.," edited by O. J. Stevenson.

The Macmillan Co. of Canada.

The Macmillan Company have just published Owen Wister's new novel, "Lady Baltimore." The advance sales have been satisfactorily large and when the merits of the book are grasped by the public it will undoubtedly become highly popular.

"If Youth but Knew," the novel on which Agnes and Egerton Castle have collaborated, is also ready. It has all the lightness and charm of "The Pride of Jennico."

About the end of April the Macmillan Company will have ready "The Vine of Sibmah," by Andrew Macphail.

"Coniston," by Winston Churchill, publication of which has been postponed so many times, will not likely be ready now until the end of June.

The publishers are delighted with the success achieved by "The Portreeve," by Eden Phillpots. Sales have been three times as large as they anticipated.

The Macmillan Comnany of Canada have added to their list of agencies those of Swan, Sonnenschein & Co., Whitaker & Sons, and James Maclehose.

Among the many new works arranged for by the Macmillan Company are the following: "Cyclopedia of Education"; "Anthology of French Poetry"; a new series of six shilling color books including "English Gardens," "Norfolk Broads," "Oxford," "The Rhine," "Spain," "Holland," etc.; Crane's "Reminiscences of an Artist"; "Life of Lord Leighton" in two volumes; Curzon's "Speeches in India"; Lord Acton's "Essays" and "Lectures"; Evelyn's "Diary" in three volumes; "The Statesman's Year Book"; "The Writers' and Artists' Year Book, 1906"; "Canada," with 75 colored plates; and a multitude of other color books and a long list of standard works.

STANDARD WEBSTER POCKET DICTIONARY.

TO meet the every day needs of offices, schools, and homes, professional people, business men, writers, stenographers and all who are engaged in educational or literary work, Laird & Lee, Chicago, have issued the "Standard Webster Pocket Dictionary," in flexible black leather binding, gold stamping, gilt edges, indexed, 224 pages, 35 cents. The leading points of the dictionary are as follows: Over 30,000 words and subjects treated, including many new words not found even in the large and expensive dictionaries. The spelling of different participles shown at a glance by a new and original system. Pronunciation clearly marked, the various combinations of consonants being indicated by italics, black face or other styles of type or by regular diacritical markings. Special key to pronunciation. Vocabulary of synonyms especially arranged for business, commercial or social correspondence; dictionary of English rhymes; principal characters in literature, famous and historical allusions; rules for spelling, punctuation and capitalization, signs used in writing and typography, proofreading, abbreviations; Latin phrases; legal forms, notes, bills and receipts; parliamentary law; postage; metric system; perpetual calendar, and concise history of Japanese-Russian war.

Fiction That is Greatly in Demand

Saints in Society

By Margaret Baillie-Saunders

Deservedly popular; over 11,000 copies sold in London within three weeks of publication.

Cloth only, $1.25

Carolina Lee

By Lilian Bell

"Lilian Bell's Books are entertaining and brilliant."

Cloth, $1.25; Paper, 75c.

My Sword for Lafayette

By Max Pemberton

Author of "Beatrice of Venice," "The Hundred Days," etc. The characters are life-like and the dialogue decidedly clever.

Illustrated. Cloth, $1.50; Paper, 75c.

Giant Circumstance

By John Oxenham

Author of "Hearts in Exile," "White Fire," etc. The ever-interesting record of a strong man's fight against adverse circumstances.

Illustrated in colour. Cloth, $1.50; Paper, 75c.

The Corsican Lovers

By Chas. Felton Pidgin

The popular author of "Quincy Adams Sawyer." A thrilling story of the Vendetta, cleverly written,

Cloth only, $1.50

In Old Bellaire

By Mary Dillon

A charming love story; scene, Southern Pennsylvania; time, out break of Civil War; unusually fine illustrations by Relyea.

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PAPER EDITION, Each 75c.

White Fire

By John Oxenham

A thrilling and inspiring story.

Also Cloth, Illustrated, $1.50

Return

By Alice MacGowan and Grace MacGowan Cooke

"A story of distinctive value and excellence."—*New York Sun.*

Also Cloth, $1.50

Maid Margaret

By S. R. Crockett

"One of the best books the author has yet written."—*Montreal Hearld.*

Also Cloth, Illustrated, $1.50

Jess & Co.

By J. J. Bell

(Author of Wee MacGreegor)

One of the most interesting novels of Scottish life that has ever been penned.

Illustrated. Also Cloth, $1.25

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Characterized by a fascinating weirdness that has marked many of his other books.

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By Thomas Dixon, Jr.

A vivid, dramatic and marvellous tale of the Ku Klux Klan.

Illustrated. Also Cloth, $1.50

The Household of Peter

By Rosa N. Carey

A wholesome, interesting story.

Also Cloth, $1.25

THE COPP CLARK CO. LIMITED

PUBLISHERS, TORONTO

BOOKS OF THE MONTH

ALEXANDER, GRACE.—"Judith." Indianapolis : The Bobbs-Merrill Co. Cloth, $1.50. The love story of a young and beautiful maiden of Camden, on the Ohio, and a Methodist preacher from New England. The tragic element centres round Judith's betrothal to a playmate of her childhood's days, which causes agony to her and a puritan's remorse to her parson-lover. Several passages in the story are told with uncommon strength. As would naturally be inferred, the ending is made conventional by the death of the third character.

BAILLIE-SAUNDERS, MARGARET.—"Saints in Society." Toronto : The Copp, Clark Co., Limited. Cloth, $1.25. Mark Hading, the hero of this book, is a strong portrayal of a man risen from the ranks to high social position. As a labor leader he starts out with high aims, but his over-mastering ambition and self-sufficiency ultimately prove his ruin. Even more interesting as a character study is his young wife, Clo Hading. Less gifted, but with purer motives, she attains to a higher degree of excellence, and remains uncontaminated by the follies of the fashionable world in which her husband's success has placed her.

GARDENHIRE, SAMUEL M.—"The Long Arm." Toronto : The Poole Publishing Co. Cloth, $1.25. An American Sherlock Holmes, by name Le Droit Conners, occupies the centre of the stage in this volume of short stories. He is very much like Sherlock, possibly a trifle more rapid in his deductions, and his exploits are chronicled by a friend who parallels Dr. Watson. The stories are all absorbing, some like the first, "A Brother of the Heart," rather extravagant, and others like "The Adventure of the Counterfeiters," quite realistic. There are eight stories in all.

GLASGOW, ELLEN.—"The Wheel of Life." Toronto : The Musson Book Co. Cloth, $1.50. An intense and thrilling story. In Laura Wilde the author has laid bare with wonderful insight the workings of a beautiful human soul in its struggles upward towards light and freedom through the entanglements of the emotions and the poetic temperament. She finds both at last in self-renunciation and conformity to the Divine Will. The other characters are well sustained and interesting in the parts they play, but the absorbing interest of the book centres in the heroine.

HOLMES, GORDON.—"The Aencliffe Puzzle." Toronto : McLeod & Allen. Cloth, $1.25 ; paper, 75c. A pleasing story with a good plot and a well sustained mystery, in which a British lawyer and a Scotland Yard detective are nearly baffled until the situation is relieved by a clever American amateur. The denouement is concerned with the happiness of two pairs of lovers and is quite conventional. The book contains just enough of horror to be thrilling, and just enough of sentiment and humor to be entertaining.

MEMORIALS OF REV. FREDERICK WHITFIELD.—Edited by R. S. B. Whitfield. London : Chas. J. Thynne. Cloth, 2s. 6d. The simple story of the life of an Anglican clergyman, recently deceased, whose principal work was done at Hastings. His was a great and good life, and his name will be perpetuated in a number of beautiful hymns, which he composed.

MOODY, JOHN. "The Art of Wall Street Investing." New York : The Moody Corporation. Cloth, $1 net. This is a practical handbook for investors and others which treats the subject of Wall street investing in a simple and sensible manner. The book is made up of ten chapters covering all sides of the stock and bond question, and is written in an attractive and entertaining style. It is useful to almost every business man.

NEWLANDS, J. C.—"Voice Production and the Phonetics of Declamation." Edinburgh : Oliphant, Anderson & Ferrier. Cloth, 2s. 6d net. A valuable hand-book for the embryo public speaker, giving instructions that will aid the beginner in the proper development of his powers of oratory. It has been prepared by a noted lecturer on elocution in several Edinburgh colleges.

ORCZY, BARONESS.—"The Scarlet Pimpernel." Toronto : William Briggs. Cloth, $1.25. Taking as their badge the little flower of the scarlet pimpernel, a band of young Englishmen set themselves the task of saving the lives of French aristocrats doomed to the guillotine in the days of the Revolution. The utmost secrecy is preserved and the identity of the daring leader carefully concealed. Not until the book is more than half read does the hero emerge from the group of characters, which the author has created. The romance is intensely exciting from first to last.

WHITE, FRED. M.—"The Weight of the Crown. Toronto : McLeod & Allen. Cloth, $1.25 ; paper, 75c. The interest of this story centres around a political game played between the English Foreign Office and the secret agents of the Russian Government for the possession of a small kingdom in the Balkans. The Russian agents are foiled, the King of Asturias is killed in a railway accident and three pairs of lovers are made happy in orthodox fashion. Intrigue, masquerading and rapid action characterize this very exciting book.

BOOKS AND STATIONERY IN THE WEST INDIES.

MR. F. E. PHELAN, who recently returned from a trip to the West Indies, has many interesting experiences to narrate. Such an old bookman as he, although he did make the trip solely for pleasure, could not help but to observe the condition of the book and stationery trade on the islands. Mr. Phelan says that there are one or two really excellent bookstores in Kingston and St. Thomas. Altogether there are not more than half a dozen good stores scattered over the islands, but there are numerous little depots where every description of oddities may be obtained, and in these stores a few books and magazines are often kept in stock.

In the one or two larger stores, which are owned by Englishmen, the stocks are fairly large and well kept. The clerks, who are natives, are extremely polite, and serve customers most faithfully all the time they are in the store. Books, periodicals and newspapers from New York, Boston and other places, are obtained at a fairly early date after publication—according to the location of the town—in some cases New York papers are obtainable three days after date of publication.

A great business is transacted in all sorts of souvenirs during the tourist season.

POPULAR AUTHORS

BARONESS ORCZY, the talented authoress of "The Scarlet Pimpernel" and "A Son of the People," is a Hungarian by birth and never came to England or spoke a word of English until she was fifteen. She is the last descendant of an ancient Hungarian aristocratic family. Early developing a taste for art, she devoted herself to painting, producing some pictures which were deemed meritorious enough to be hung in the Royal Academy. While studying art she met her husband, Mr. Montagu Barstow, likewise an artist. Both of them of late years have done considerable work for the magazines.

It was only six years ago that Baroness Orczy discovered that she possessed a literary as well as an artistic gift. Happening to be paying guests with a family, whose chief recreation consisted in writing short stories, she was led to try her hand at short story writing. Her work was accepted by Pearson's Magazine and ever since she has devoted herself to writing.

Her first novel was "The Emperor's Candlesticks," but as it appeared during the Boer War it attracted little



Baroness Orczy

Author of "The Scarlet Pimpernel," A Son of the People," etc. (Wm. Briggs).

attention. "The Scarlet Pimpernel" was first written as a play, her husband collaborating. It was accepted by the very first management to whom it was submitted. Baroness Orczy's latest novel, "A Son of the People," is a story of her own country, depicting faithfully the crude, half-civilized life of this forgotten corner of Central Europe.

The many friends of Mr. George Porter, the Goderich bookseller, will be glad to know that he is recovering nicely from his long and serious illness. He spent part of the Winter in the south and is now back in Goderich, superintending Spring buying.

* * *

Mr. George H. Doran, of the Fleming H. Revell Co., New York, was in Toronto last week. He was present at the convocation of Knox College when the degree of D.D. was conferred on Rev. C. W. Gordon (Ralph Connor).

THE MOST POPULAR

Spring Fiction

The Truth About Tolna

A New Novel by the Author of "The Helmet of Navarre"

Miss Runkle here prints her first novel since the very successful "Helmet of Navarre." It is a comedietta of New York life of to-day.

With Frontispiece. $1.50

Uncle William

By Jennette Lee

An old fisherman, a young New York artist, and a girl musician make up the principal characters. Uncle William is a delight.

Frontispiece by Frederick Dorr Steele. $1.00

The Wheel of Life

By Ellen Glasgow

Author of "THE DELIVERANCE," etc. This is the strongest work of this great author.

Cloth, gilt-top, $1.50

Barbara Winslow

By Elizabeth Ellis

The fact that the *Fifth Edition* was off press within four weeks tells of the popularity of this English novel.

Cloth, $1.50

Lady Betty

By C. N. and A. M. Williamson

Author of "MY FRIEND THE CHAUFFEUR," etc.

Cloth, $1.25

First it Was Ordained

By Guy Thorne

Author of "WHEN IT WAS DARK."

A perfect novel dealing with the most serious of Social and National questions, and the latest work by this gifted author. Bound to be a seller.

Cloth, 12mo., $1.25

THE MUSSON BOOK CO. LIMITED

TORONTO

MAGAZINE COUNTER

NEWS COMPANY SERVICE IN THE WEST

A LETTER from a subscriber in Wetaskiwin, published elsewhere in this issue, raises the question of the character of the service given western booksellers and newsdealers by the Canadian news companies. Inquiry among the trade in Winnipeg reveals general dissatisfaction with the service given, although the booksellers freely acknowledge that the news companies are doing their best with inadequate facilities to supply a rapidly growing trade. The complaint is made that there are delays in delivery of magazines and that it is impracticable to order extra supplies of any magazine on which there is a special run because of the long delay in filling orders. In fact, the leading Winnipeg dealers obtain their supplies almost entirely from New York and St. Paul. Undoubtedly there is a strong feeling in the west that the time is ripe for the opening in Winnipeg of a branch depot of a Canadian news company, or, failing that, for the organization of a distinctively western news company, with headquarters in Winnipeg. It would be no surprise to Bookseller and Stationer to learn of the organization of such a company at an early date.

But while the trade seem unanimous in their opinion that the opening of such a depot in Winnipeg would be a great convenience, some of the shrewdest dealers are doubtful whether the enterprise would be profitable. They point to the large expense of maintaining such a branch or independent concern in Winnipeg, and consider it doubtful whether the field is yet large anough to warrant the expenditure. The general feeling seems to be that the Canadian companies would establish Winnipeg branches if they considered the enterprise profitable and that they are in the best position to know.

W. A. Davis.

W. A. Davis, Winnipeg, when interviewed on the subject by Bookseller and Stationer, said that for some time he had almost entirely discontinued buying from the Canadian news companies because of irritating and costly delays in the delivery of magazines.

"I am buying practically all my magazines now in New York," said he, "and since I made the change I have had very little trouble."

"The Canadian service is not satisfactory," he continued. "Take the case of the Delineators, for which an eastern news company are sole agents in Canada. Of course we have to buy our Delineators from this firm, and what do we find? Very often it happens that the Hudson's Bay Company have their supply a week before I can get mine. Now that isn't right or fair. The Hudson's Bay Co. are agents for the Delineator patterns, but they are not agents for the magazines and the ordinary book stores should be able to get their Delineator magazines as soon as the big department store."

"Did you have any trouble in getting additional supplies of any magazine in special demand?" Mr. Davis was asked.

"Yes, we had a lot of trouble," was the reply. "Sometimes it would take two or three weeks, and occasionally a month, to get a new supply. I find I can send to New York and get my magazines back in eight or nine days at most."

"Would you favor the establishment of a western news company, or the opening of a branch here by an eastern house?"

"It would be a great convenience to have a wholesale supply here in Winnipeg, but I doubt if the country is large enough to make the enterprise profitable."

Russell, Lang & Co.

Lisgar R. Lang, when questioned on the matter by Bookseller and Stationer, said that his firm get their magazines in St. Paul. A Winnipeg news company would be a great convenience, but he was very doubtful whether it would be a paying venture. The expense would be at least $4,000 per year, and he doubted whether the business is sufficiently large to warrant it.

John A Hart Co.

John A. Hart informed Bookseller and Stationer that he gets his magazine supplies in New York. He was disposed to think that there is an opening for a western news company.

CURRENT NUMBERS.

THAT highly artistic publication, the Craftsman, presents a valuable table of contents in its April number. The leading articles are as follows: "Tendency Towards a Distinctly American Style of Architecture," "Making a Modern Stained Glass Window," "A Public Architecture to Meet the Needs of Our Country," "Modern Mural Painting Defined." The number is full of well executed illustrations.

For May, the publishers of Appleton's Booklovers' Magazine have provided several readable articles, notably "Tne Morocco Conference," by Ion Perdicaris, "The Unwritten Laws of Annapolis and West Point," "America's New Inland Sea," by Frank G. Martin, "The Ironic Monte Carlo," by Ward Muir, "The Failure of the Educated American Indian," by Francis E. Leupp, "Modern Quarantine," by Alvah H. Doty. There will also be a group of stories and poems.

The May Century will be a garden number. Among the appropriate contents may be noted "An Ancient Garden" by Helen E. Smith, "Where to Plant What" by George W. Cable, "The Old Garden at Mount Vernon" by Francis E. Leupp, "The Gardens of Cornish" by Frances Duncan, "The Architectural Treatment of a Small Garden," "Why do Boys Leave the Farm?" by Prof. Bailey. All these articles are in addition to the serials, poems, pictures, etc., which make the Century so attractive.

A feature of future issues of the Cosmopolitan will be a series of articles by Mr. Jack London, narrating his experiences during a trip around the world in a forty-foot sailboat. To interest women, Gertrude Lynch will contribute an article on yachting for women, to the May Cosmopolitan.

In the May Pall Mall readers will find a long and interesting conversation on art with Josef Israels, the

SPRING NOVELS

THE JUNGLE. .. .. ***Upton Sinclair***
The unforgettable book of 1906. A novel that is creating a sensation all over the world. Paper 75c., cloth $1.25.

ALTON OF SOMASCO. .. .. ***Harold Bindloss***
A novel of Canadian life written by a leading English author. The best picture of life in British Columbia ever presented in fiction. Illustrated ; paper 75c., cloth $1.25.

THE QUICKENING. By the author of "The Grafters." .. .. ***Francis Lynde***
"A story of the kind of love that none but cynics ever scoff at ; a story of struggle and passion, stirring incident and the nobler womanhood."—NEW YORK TIMES. Illustrated ; paper 75c., cloth $1.25.

BOB AND THE GUIDES. .. .. ***Mary Raymond Shipman Andrews***
The enlivening adventures of some attractive people in the woods. The best picture of camp life in recent fiction. **CANADIAN STORIES.** Illustrated ; cloth only, $1.25.

THE GOLDEN GREYHOUND. .. .. ***Dwight Tilton***
Carries you along with a rush that reminds you of "In the Bishop's Carriage." A plot that is entirely new and delightful. Illustrated ; paper 75c., cloth $1.25.

THE DAY DREAMER. .. .. .. ***Jesse Lynch Williams***
A story of modern newspaper life. A delightfully interesting story, working up to one of the strongest and most surprising climaxes of late years.

BY WIT OF WOMAN. Paper 75c., cloth $1.25. .. .. ***A. W. Marchmont***

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THE PRISONER OF ORNITH FARM. Paper 75c., cloth $1.25. ***Frances Powell***

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STILL IN A CLASS BY THEMSELVES

THE HOUSE OF MIRTH. Paper 75c., cloth $1.25. .. .. ***Edith Wharton***

THE HOUSE OF A THOUSAND CANDLES. .. .. ***Meredith Nicholson***
Paper 75c., cloth $1.25.

A NOVEL THAT WILL LIVE FOR YEARS TO COME

THE DIVINE FIRE. Cloth only, $1.25. .. .. .. ***May Sinclair***

Write for full descriptive matter on any of these Titles, and Complete Lists.

McLEOD & ALLEN, PUBLISHERS

37 Melinda St. - TORONTO

famous Dutch painter, who has recently been elected a foreign member of the Royal Academy. Another feature of the number will be a story by Lawrence Mott, "One of Three," depicting the life of the trappers and Indians in the Canadian wilds.

Beginning in the May number of the Canadian Magazine will be the first of a series of six articles by J. E. B. McCready, editor of the Daily Guardian, of Charlottetown, under the title of "When the Dominion was Young." In the May number will be found "Nova Scotia and Imperialism" by F. Blake Crofton, "Winning a Seat in the Imperial House" by A. C. Forster Boulton, M.P., "One Hundred Years in British Columbia" by Harold Sands, and "The Trent Valley Canal Fishing and Shooting Grounds" by Harold Sands.

The Educational Monthly, heretofore published by Morang & Company, Limited, Toronto, has passed into the hands of the Educational Publishing Company, 36 Shuter street. It will be discontinued by the new proprietors and a new journal, the Teachers' World, will be published in its place about May 15.

In the May issue of the Atlantic Monthly will be found "Man and the Actor" by Richard Mansfield, "Life Insurance House-Cleaning" by C. J. Bullock, "Camping with the President" by John Burroughs, "The Law of Libel" by R. W. Child, "Baedeker in the Making" by J. F. Muirhead, and four stories as well.

The noted Canadian soldier-engineer, Sir Percy Girouard, will contribute an important article on "The Cape-to-Cairo Route" to the May number of Scribner's Magazine. This will be the second paper in the series of the "Railways of the Future." In the same number will be found "A Corner of Normandy" by Madame Waddington, "Vanishing Indian Types" by E. S. Curtis, and "General Sam Houston and Secession" by Senator Culberson.

The May number of Lippincott's Magazine will be a humor number. In "Marked Mit Cats" by Caroline Lockhart, the publishers consider that they have the funniest story of the year. Charles Battell Loomis has also written a laughable advertising tale for this number. In it, too, will be found the first of Lucy Copinger's humorous "Miss Lucy" sketches and Frederick J. Burnett's delightful "Adventures of the White Carnation." The novelette is a detective yarn by Dr. Monroe Hopkins, entitled "The Strange Case of Doctor North."

A novel and striking cover, that is so unusual as to be almost impossible to describe, renders the cover of the April Royal unique. A window-full of these red and black covers would make a strong display.

Fourteen beautiful illustrations of the work of J. C. Dollman, A.R.W.S., appear in the first pages of the April Windsor. This art feature in the Windsor is one of its strongest points. Anthony Hope's serial, "Sophy of Kravonia," is still appearing, as well as a series of stories in the life of Ulysses McCleod, by Justus Miles Forman.

A juvenile's life of Robert Louis Stevenson is to be found in the April number of St. Nicholas, told most entertainingly by Ariadne Gilbert. In the same number appears a sketch by Charles C. Johnson of the manual training and physical culture taught in New York public schools.

Among the illustrations in the April World To-Day are a series of pictures, "In Maple Sugar Time," and excellent portraits of Andrew Carnegie, Grover Cleveland and Joseph G. Cannon.

Chambers's Journal for April contains "The Queer Side of the Cabinet," "Ancient Gems and Precious Stones," "The Estate-Agent," "Why Railways do not Pay Better," "Old Age Pensions," "Across the Atlantic in an Open Boat," "The Duchy of Cornwall and Estates," "How Jones Collected an Account," etc.

Mr. Lindsay Denison, associate editor of Everybody's Magazine, will write about the Panama Canal in the May number. He has visited the district and knows the ground thoroughly.

In the Critic for April appear interesting portraits of the late William Sharp, Thomas Hardy and Henryk Sienkiewicz. Among the literary contents are "Letters of a Poet to a Musician," "The Russian Players," "James M. Barrie," "The Young Goethe," etc.

REFUSED SECOND-CLASS PRIVILEGES.

A second batch of United States periodicals have been refused second-class mail privileges in Canada, and hereafter will be required to have postage prepaid at the rate of one cent for each two ounces—the rate applicable to third-class matter. The list comprizes: Popular Fashions, Social Visitor, New Styles, the Columbian Household Monthly, the Modern Priscilla, Boston, Mass.; Household Gem, Buchanan, Mich.; Homemaker, Chicago Household Guest, Chicago Ledger, Ten Story Book, This for That, White Class Advertising, Chicago, Ill.; Rocky Mountain Magazine, Denver, Colorado; Ladies' Favorite Magazine, Des Moines, Iowa; 20th Century Review, Detroit, Mich.; Youth Companion, Dorchester, Mass.; Woman's Realm, Greenville, Pa.; Home Friend, Western Monthly, Kansas City, Mo.; The Badger, Milwaukee, Wis.; Housekeeper, Home Magazine, Minneapolis, Minn.; New Era Monthly, American Queen, Good Literature, Hearthstone, the Delineator, the Designer, Pocket List of Railroad Officials, Printers' Ink, All Story Magazine, Argosy Magazine, Pluck and Luck, Work and Win, Collector, People's Home Journal, Modern Stories, Illustrated Companion, House Wife, Happy Days, Golden Hours, Sabbath Reading, Le Costume Royal, McCall's Magazine, New York; Star Monthly, Old Park, Ill.; Ladies' Magazine, Portland, Me.; Golden Days, Philadelphia, Pa.; Farmer's Wife, St. Paul, Minn.; Farm and Home, Springfield, Mass.; Woman's Home Companion, Springfield, Ohio.; Household, Topeka, Kans.; Clifton Monthly, American Home, Fireside Gem, American Nation, Home Treasury, Waterville, Me.; the Magnet, West Derry, N.H.

This action on the part of the Post Office Department at Ottawa is entirely in keeping with the international law bearing on this subject, which gives Canada the right to decline to transmit through its mails, except when duly prepaid by stamps affixed in the country of origin at the rate applicable to miscellaneous printed matter, such newspapers and periodicals as it would decline to transmit through its mails under the statutory newspaper and periodical privileges accorded to publishers and newsdealers, if such newspapers and periodicals were published in its own country.

VARIED CARDBOARDS.

In their cardboard department, Ferd. Anthony Horle & Co., of Cardinal House, St. John's Lane, London, E.C., are still stocking very extensively their ivory boards, paste still stocking very extensively their ivory boards, paste boards, white ivory pulp, cheap enamel boards, etc. Samples of any or all these lines will be gladly sent to inquirers mentioning this paper.

OUR SPRING BOOKS

Mountain Wild Flowers of Canada.

By JULIA W. HENSHAW. A simple and popular guide to the homes and descriptions of the flowers that bloom above the clouds, with a colored frontispiece and one hundred black and white full-page illustrations, all reproduced from the original photographs taken by the author at high altitudes. With handsome cover design by Chas. W. Jefferys Cloth, $2.00 net.

Studies in Plant Life in Canada.

WILD FLOWERS, FLOWERING SHRUBS AND GRASSES. By CATHARINE PARR TRAILL. With eight full-page illustrations in natural colors and twelve in black and white, all reproduced from paintings by Mrs. Chamberlin, the well-known artist of Canadian wild flowers. Cloth, $2.00 net.

Canadian Literature.

By ARCHIBALD MacMURCHY, M.A., Ex-Principal of Jarvis Street Collegiate Institute, Toronto. A handbook treating of leading Canadian (English) writers and their works. Cloth, $1.00.

Canadian Nationality, The Cry of Labor, and Other Essays.

By W. FRANK HATHEWAY. Cloth, 75c. net.

Across the Sub-Arctics of Canada.

Narrative of a journey of 3,000 miles by canoe and snowshoes across the Barren Lands. By J. W. TYRRELL, C.E. New edition, with additional chapters on Musk Ox Hunting and on Hudson Bay as a highway to Europe. Cloth, illustrated, net $1.50.

Wesley and His Century.

By W. H. FITCHETT, D.D., author of "Nelson and His Captains," "Deeds That Won The Empire," etc. Cloth, $1.50 net.

A Parson's Ponderings.

By REV. CANON LOW, author of "The Old Faith and the New Philosophy." Cloth, 60c.

The Skipper Parson.

On the Banks and Barrens of Newfoundland. By REV. JAMES LUMSDEN. Cloth, illus., $1.00.

Sankey's Story of the Gospel Hymns and of Sacred Songs and Solos.

By IRA D. SANKEY. Cloth, illustrated, 75c. net.

Our Canadian Heritage.

Its Resources and Possibilities. By FREDERICK A. WIGHTMAN. Cloth, 287 pages, $1.00.

The Sovereignty of Character.

Lessons from the Life of Jesus. By A. D. WATSON, M.D. Cloth, $1.00.

The Church of Christ.

New edition, enlarged. By REV. T. A. WATSON, B.D. Cloth, 50c. net.

A Vision of Immanuel.

A Poem. By REV. J. JOHNSTONE, Cloth, 50c. net.

Cowardice Court.

By GEORGE B. McCUTCHEON, author of "Nedra." Cloth, illustrated in colors, $1.25 net.

A Motor Car Divorce.

By LOUISE CLOSSER HALE. With numerous illustrations. Paper, 75c.; cloth, $1.25.

Broke of Covenden.

By J. C. SNAITH. Paper, 75c.; cloth, $1.25.

An Opal Secret.

By FERGUS HUME. Paper, 75c.; cloth, $1.25.

The Expiation of Eugene.

By FREDERICK H. BALFOUR. Cloth, $1.25.

The Scarlet Pimpernel.

By BARONESS ORCZY. One of the most popular new books in England. Paper, 75c.; Cloth, $1.25.

Roland Graeme, Knight.

By AGNES MAULE MACHAR. New Canadian edition, $1.00.

A Son of the People.

By the author of "The Scarlet Pimpernel." Paper, 75c.; Cloth, $1.25.

The Mayor of Troy.

By A. T. QUILLER-COUCH. Cloth, $1.25.

Count Bunker.

By J. S. CLOUSTON, author of "Lunatic at Large." Paper, 75c.; cloth, $1.25.

When It Was Dark.

By GUY THORNE. Illustrated edition, cloth, $1.25.

The House With the Green Shutters.

By GEORGE DOUGLAS. Special paper edition 35c.

Sheila's Daughter.

By HAILE BAXTER. Cloth, illustrated, $1.25.

Wacousta.

A tale of Pontiac's Conspiracy. By MAJOR RICHARDSON. A thrilling story of the attack on Fort Detroit in 1763. With five full-page illustrations and cover design in four colors by Chas. W. Jefferys. Cloth, $1.50.

WILLIAM BRIGGS, PUBLISHER

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and Fancy Goods Review.

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NEW ADVERTISERS.

Canadian Ink Manufacturing Co, Montreal.
Bienaime & Dupont, Paris, France.
European Post Card Co., Montreal.
McLeod & Allen, Toronto.
The Fancy Goods Co., Limited, Toronto.
Gatchell & Manning, Philadelphia.
McCaw, Stevenson & Orr, Limited, Belfast, Ireland.

CATERING TO SCHOOLS.

A COMMON incident in many Canadian towns is to see some city school supply house come along and get the local business in maps, crayons and other necessaries. Beacuse they have the latest goods, know their business, are familiar with school affairs and give prompt attention to orders, they are found highly satisfactory, and having secured business once they retain it.

Meanwhile the local dealer sits calmly by, apparently quite indifferent as to the loss of his custom. He may rail at the school people, may call them traitors to the interests of their town, and may make dire threats of revenge, but as for stepping forth from behind his counter and repairing the injury, such a thought never seems to enter his mind.

There is a good deal of wisdom in that old remark of the Mohammedan prophet, "If the mountain won't come to Mahomet, then Mahomet will go to the Mountain." Applied to the supply trade it will be found very helpful. If the school authorities won't come to the dealer, then it is up to the dealer to go to the school authorities. The other fellow from the city does that. He comes along with his interesting proposition and he gets the business.

Now, lest we may be accused of talking generalities, let us cite a particular instance where a wide-awake local dealer may do some business. There is a new map of Canada just out, showing the new provinces and the new railways. It is complete in every respect and right up to date. Every school should have one of these maps and every school will possess one sooner or later. The question is: Who will sell this map? We believe if the local dealer will only get after the school authorities and tell them about the map, he should have no difficulty in placing one.

AN IMPORTANT DECISION.

FOR a great many years past it has been the custom of French-Canadian publishers to appropriate the works of French authors and bring them out in Canadian editions, without paying any attention whatever to copyright. The smallness of the market and the insignificance of these pirated editions have led French publishers and authors, up to the present time, to ignore the theft.

But the evil was not to go any longer unchecked. Last year the Parisian Syndicate determined to make an example of the pirates. M. Mary, a noted French novelist, was induced to bring suit against Le Compagnie de Reproduction Litteraire, of Montreal, for the unauthorized publication of one of his works, "Tante Berceuse." In January the case came up before Mr. Justice Fortin, in the Superior Court, and was argued by Mr. Aime Geoffrion, K.C., for the prosecution, and Mr. Pierre Beullac for the defendants.

Judgment was handed out by Mr. Justice Fortin on the 23rd ult. The learned judge ruled that England being one of the contracting nations at the convention at Berne, the international copyright law was applicable to all the British colonies, and that, consequently, the plaintiff was protected in Canada, although he had not conformed with the requirements of the Canadian copyright law.

A SUGGESTION TO BOOKSELLERS.

READERS of this journal, especially those who sell books, are naturally interested in the list of best-selling books which appears monthly in the Bookseller and Stationer. This list is compiled from returns sent in by dealers in the larger centres of the country, and gauges fairly closely the condition of the Canadian book market.

The Bookman, published in New York, originated this scheme several years ago, and its list is accepted as the authoritative list for the United States. The Bookman's list is quoted very extensively in the American press, and many people do their reading of current fiction under its guidance.

It would be to the advantage of Canadian booksellers if they would see that the Canadian list is given as wide a publicity as possible. Apart from the fact that our summary of best sellers for the Dominion is an interesting news item, and consequently of value to the press, booksellers who advertise have a right to ask their local papers to insert it.

WHAT DENNISON IS DOING.

IF every concern adopted the methods followed by the Dennison Manufacturing Company, the path of the stationer would be a rosy one. Here is a company that actually creates new lines of business, putting their time, energy and money into real development. First they invented the shipping tag, after which they sought new uses for it, until to-day Dennison's tags are known and used the world over not only for shipping but in a thousand different ways, most of which were perfected by Dennison.

In the same way Dennison's crepe paper was originated. At first the possibilities of this material were not understood and its use was limited. In ordinary hands it would probably have been but a passing fad, but not so under Dennison direction. Expert decorators were employed, artists retained, money lavishly spent in creating new uses for crepe paper, until now it represents an industry in which every stationer is interested.

The passe-partout method of framing pictures was also a Dennison creation. By demonstration, by the printed word, it's merits were made known until there is hardly a home in the land the walls of which are not graced with pictures framed with Dennison's passe-partout binding.

So it was with crepe paper napkins. A few years ago all the paper napkins used in this country—and they were comparatively few—came from Japan. To-day there is hardly a retailer who does not handle quantities of Dennison's crepe paper napkins, the sale running so far into the millions that it is almost beyond belief.

Such success as this can only come where there is a determined disposition to help the dealer, the real clearing house for every article manufactured. If there was any doubt about this being the policy of the Dennison Manufacturing Company, it would be quickly dispelled by the enormous amount of money they are now spending in advertising. All the magazines of importance are carrying full-page announcements of an educational character, the object being to dispense free literature and thus increase the consumption of the Dennison goods.

One noticeable thing about this advertising is its reference to the dealer. Every effort is made to direct the purchaser to the retail store, so that every dealer who handles the Dennison goods may be benefited.

Furthermore, all the replies to the Dennison advertising, numbering over a thousand a day, are immediately turned over to the dealers in the town from which they are received, the inquirer being directed to the nearest dealer.

A NEW INK MANUFACTURING FIRM.

MONTREAL has a new industry in the Canadian Ink Manufacturing Company, 37 Wellington street, which recently opened a factory. The firm is composed of Messrs. J. L. P. Barrie and Andrew Gorrie. Their specialty will be the manufacture of inks for commercial and other purposes, but it is their intention to manufacture also carbon papers, mucilage and other stationery lines of like nature. Samples have been sent out to the trade of blue black writing, blue black copying and red inks. These inks are manulactured on an entirely new and scientific principle, and the firm guarantees their worth. The inks are free from any sediment or dust, and will not thicken. The blue black copying will give from three to five first-class copies which will last forever. The prices of all the inks compare favorably with those of other manufacturers and may be obtained for the asking. Samples are also sent on request.

PERSONAL GOSSIP

Mr. A. M. Clarke, representing the Dennison Manufactusing Co., with Canadian headquarters at Montreal, left that city the beginning of April for his Western Ontario ground.

Mr. John Morgan has just started out for a tour of Ontario in the interests of Raphael Tuck & Sons Co., Limited. He carries a full line of the Tuck goods for holiday trade.

Mr. "Jack" Hill, representing the Dodge Publishing Company, of New York, has been showing his firm's goods in Toronto recently. He returned to New York on the 7th inst.

Messrs. John Allan and J. B. Fraser are working Montreal, Quebec and Ottawa tandem, in the interests of Warwick Bros. & Rutter. They carry complete lines of the firm's import fancy goods.

Mr. Lorne Twiss, who has been in charge of the sample room at Warwick Bros. & Rutter, Toronto, has gone to Winnipeg to join the company's western traveler, Mr. H. C. Woods, and to assist him in showing import fancy goods.

It is a popular trio who are showing the people of the Maritime Provinces Warwick Bros. & Rutter's import fancy goods—Messrs. George Hazen, Douglas Biggs and Edward Hazen. According to latest advices they were sojourning in Fredericton, N.B.

Mr. George Macdonald, who has for some time been in charge of the school-book department of W. J. Gage & Company, Toronto, has resigned, and will go into business for himself in the Northwest. He has not yet decided where to locate, but it will probably be Calgary or Edmonton.

The English agencies held for so many years by the late W. Macpherson, Toronto, have been transferred to Mr. Hector Prenter, who has been for over twenty years in the employ of Hart & Riddell, Toronto, and who received his early training in the famous house of Marcus Ward & Co., Belfast, Ireland.

Among the out-of-town buyers noticed in Toronto during the last few days were Messrs. James I. Anderson, London; R. S. Porter, Lindsay; R. J. Soden, Peterboro; Geo. Moore, Parry Sound; R. McLaughlin, St. Thomas; F. J. Weaver, Berlin; F. H. Chapple, Galt; R. J. Craig, Cobourg, and W. H. Kerfoot, Smith's Falls.

Mr. James Eshelby, late of the firm of C. L. Nelles, of Guelph, stationery and wall paper, has joined the staff of A. H. Stratton & Co., Peterboro. Mr. Eshelby is a wall paper expert and thoroughly understands the book trade. Mr. Stratton, it is said, intends to extend his jobbing business, and Mr. Eshelby, in addition to his other duties, will look after the outside trade.

The Art Emporium, 2255 St. Catherine street, Montreal, had an interesting and instructive exhibit of crepe papers the first two weeks in April. The demonstration took the form of the possibilities of making the home beautiful by the judicious use of crepe paper. The exhibit was put in by the Dennison Mfg. Co., and a young lady from New York was in charge. The ingenious airship and a Japanese kimona were the two most notable features. The move is in keeping with the efforts of Dennison's to benefit the retail stationer.

Hills & Co. "For The Empire Series"

——BRITISH MANUFACTURE——

Christmas Cards and Calendars

For Season 1906-1907

We have had sole control of these publications for a number of years, and since we introduced them they have maintained first place against all competitors.

Mr. David Hills, Managing Director, called upon us recently and gave us the pleasing information that our last season's business far surpassed that of any previous year.

CARDS with designs particularly **EMBLEMATIC OF CANADA** will as before be eagerly sought. There are 19 designs of these, all characteristic of **CANADA**, both as to covers, views and verses, and embrace cards with **MAPLE LEAF**, **BEAVER**, **PROVINCIAL COAT OF ARMS**, **DOMINION COAT OF ARMS**, etc., with appropriate greetings. Designs with greetings in **FRENCH** on covers and **FRENCH MOTTOES**.

ALL WILL BE TREASURED WHEREVER SENT

CALENDARS

Designs are entirely new. The ARTISTIC BEAUTY is exceedingly effective and IDEAL, showing result of much thought and skill. The general FINE WORKMANSHIP embodied makes them IMCOMPARABLE.

Blanks for Private Greeting Cards

106 different designs to choose from. Some of these with salutations in **FRENCH** printed on covers. All the CANADIAN EMBLEMATIC designs can be had in BLANK form.

"**FOR THE EMPIRE SERIES**" comprises the most appropriate and up-to-date designs for this IMPORTANT branch of the CHRISTMAS CARD trade. Our TRAVELLERS will explain fully how we purpose having these CARDS brought PROMINENTLY to the NOTICE of the public.

This is the ONLY LINE OF BLANK CARDS we could find possessing all the many features SUITABLE for PRIVATE GREETING CARDS.

The TRADE have now an OPPORTUNITY of selecting the most ATTRACTIVE and SALEABLE goods ever offered by

The House of Canada for Cards and Calendars—

THE COPP, CLARK COMPANY, LIMITED

64 and 66 FRONT STREET WEST, - TORONTO, CANADA

CALENDARS AND CHRISTMAS CARDS

THE PRIVATE CHRISTMAS GREETING CARD.

By Thomas E. Menzies, Manager of Menzies & Co., Toronto.

LAST year showed a most gratifying increase over former years in the private Christmas greeting card business, and even at this early date, before samples of general Christmas cards, calendars and pictures are on the road, numerous inquiries for samples and quite a few record sized stock orders have been received by the manufacturers and jobbers.

It has been pointed out before, and one can easily figure it out, that certain ways of handling the private Christmas card business are of doubtful profit, no matter what the percentage may be. For instance :

(1.) To stock only cheap cards, listing under $10 per hundred retail.

(2.) Selling at less than 50 per cent. profit over all cost.

(3.) Compressing the business into the two or three weeks before Christmas, when it requires all your time to sell staple Christmas lines and general Christmas cards, calendars, etc.

(4.) Having no one in particular looking after this particular business, thereby causing worry to every clerk in the establishment, as well as considerable vexation of spirit, and ofttimes profanity, on the part of the customer (we exclude the ladies here) when disappointed as to time of delivery or detail.

On the other hand, I respectfully submit a few suggestions, and I am writing now for the stationer who wishes to make the private Christmas greeting card trade a profitable venture and a permanent branch of his business, not for the dealer who grudgingly orders thirty dollars worth because he knows he must have them, and piously inserts the parenthesis that he only hopes he may get rid of them all.

Order early for stock and order with an eye to harmony as well as assortment.

Make up a sample book that enhances the appearance of the cards, both by reason of the arrangement and the appearance of the scrap book.

Make a feature of your expensive cards ; use the cheap cards more as a foil. It has been demonstrated that selling cheap cards only does not actually result in a profit, and it ruins the business.

Most important of all, start the business early. I can best advance this suggestion by stating that many of our biggest customers are often the small stationers, who send out their salesman off and on during the Summer and Autumn months with his book of samples, when he can easily be spared from the store, and in this way secures business that would not otherwise materialize.

Moreover, it has been proved by experience that the high priced cards (i.e., 25, 30, 40 and 50 cents apiece) are more easily sold early in the year when payment seems distant, than at the last moment, when Christmas expenditure has become a nightmare.

A circular letter is an excellent help, and a few handsome show cards distributed about the store also brings the matter to the customer's mind early in the season.

I am glad to note that the west has taken the private card business up in the right way. Last year nothing was too good for them, while few, if any, cheap lines were ordered in privates.

The private Christmas card business is just catching on as a universal custom. Ten years hence will still find its popularity on the increase, and the stationer who leaves it out of his campaign is simply losing money.

TUCK LINES FOR CANADA.

WITHIN the next few weeks Canadian stationers and fancy goods dealers will have an opportunity of inspecting the 1906-1907 line of Christmas and New Year cards, calendars, pictorial post cards, toy books, etc., which Raphael Tuck & Sons Co., Limited, have prepared for the holiday trade. Their travelers are just starting out to cover the Dominion, each carrying a most comprehensive line of samples.

As usual, the new and elaborate productions of the firm are so numerous as to render a detailed description impossible. In the space of this article attention can only be drawn to a few of the more striking novelties.

A series of celluloid cards in a variety of sizes gives scope for an elaborate floral treatment, producing rich effects. The cards are folded, containing inserts bearing greetings and holiday verses.

For the purchaser of six or more cards, the series of boxed cards will be hailed as a boon. Six, eight, nine, ten or twelve cards are to be had, enclosed in a dainty box, bearing a design in harmony with the general scheme of the cards. The price is so arranged as to be practically uniform, irrespective of the quantity in the box.

"The World's Masterpieces" calendar is a clever conception. Each day of the year the fortunate possessor of this calendar can gaze on a different artistic gem, there being 365 pictures in all. A blank space for "engagements" appears at the bottom of each page.

Upon "The Fool's Calendar" it is said that Sidney Drew has been engaged for three years, with splendid results. The design is a picture of an old-time jester, beneath which hangs the calendar pad. For each day of the year there is a clever little sketch, accompanied by a witty saying. The popularity of this calendar seems to be guaranteed at the outset.

Among the regular Christmas lines the Gem pendants are noteworthy as being a new conception, combining in a novel and attractive way the booklet and the Christmas card.

A calendar that is bound to attract attention has an outer cover with an opening just the size to frame the various colored pictures inside. This gives the effect of a framed picture. When the possessor wishes to consult the calendar the cover can be lifted. For a lady's desk this will be a choice number.

Of the multitude of other lines shown it can but be said that they possess all the excellences of style and finish which distinguish Tuck's goods.

Calendars and Cards

Our Representatives will submit for your inspection

Newcome's

Justly celebrated **Art Calendars**. In Sepia and Hand-Color work, by Gilbert and others. Framed and paneled, at prices ranging from 15c. to $10.00.

Fink, of Boston

A beautiful series of tasteful creations in **Calendars** and **Cards**, hand-made, and at popular prices, ranging from 5c. to $1.00.

Hagelberg's

Calendars, evolving from the flat to a wonderful spread of Tissue Paper effect.

Christmas Cards, in Holly and other designs; also a large range of **Christmas Post-Cards**.

Baird's

Christmas and **Birthday Cards**. High-class goods, and also supplied as Blanks for **Private Greeting Cards**.

Dodge's

Stevenson, Brookes, Van Dyke and other specialties **in Calendars**.

Kaufmann's

Calendars and Christmas Novelties.

Wheeler's

Religious Calendars.

The Musson Book Co.

Christmas Tags, Etc.

THE MUSSON BOOK CO.

TORONTO LIMITED

NEW DISPLAY STAND.

An improved display stand for showing picture post cards is illustrated herewith. The leaves lift up and fit back firmly. The cards are held in place by cross bands, as shown, and the stand is so constructed as to hold a large surplus stock, without refilling. It is strongly built. The Copp, Clark Co. handle the stand in Canada.

THE COPP, CLARK LINES.

In the "For the Empire" series of Canadian cards made by Hills & Co., Limited, some choice numbers are to be found. No. 634 shows maple leaves intertwined with a sheaf of wheat; No. 461, the Dominion coat of arms; No. 365, Toronto's coat of arms; No. 364, beaver design; No. 467, Western Canada; No. 360, provincial coats of arms; No. 463, Niagara Falls in Summer and Winter; No. 462, Rocky Mountain scenes.



New Post Card Stand (Copp, Clark Co.)

Some of the numbers exhibit pretty mother-o'-pearl effects.

This year the Copp,Clark Co. are showing the splendid line of calendars made by Charles Scribner's Sons, New York. These are the work of a number of America's cleverest artists, notably Harrison Fisher, Maxfield Parrish, Howard Chandler Christy, Charles Dana Gibson, A. B. Frost and Frederic Remington.

Then, too, there is the high art line of the Campbell Art Company, for which the Copp, Clark Co. have the exclusive agency in Canada. In all there are about one hundred subjects, on thirty styles of mounts. These are the work of the best modern artists.

In addition, the Copp, Clark Co. represent several other noted publishers of holiday lines, such as Marcus Ward & Co., the Gray Lithograph Co., Geo. W. Capen Co., Castell Bros., and Davidson Bros. Altogether their travelers will show a range that excels in numbers, quality and variety.

WARWICK BROS. & RUTTER, LIMITED

New Souvenir Calendars

A series of ten different styles. Our Special Souvenir Calendar was an immense success last season, and the new numbers will attract more than ever.

New Drop and Fancy Calendars

NEW

In handsome designs of dainty excellence. A complete range of Cards and other Novelties. The goods are the equal of any we ever handled.

E. R. DUTTON & CO.'S CALENDARS

NEW RANGES OF

TOY BOOKS AND DAINTY GIFT BOOKS

NEW

Hand-Decorated Calendars

NEW

A new line never before shown in Canada, comprising over one hundred styles.

PLEASE NOTE THAT DELIVERY WILL BE GUARANTEED SATISFACTORY IN CONNECTION WITH THESE GOODS.

Don't fail to see them.

WARWICK BROS. & RUTTER LIMITED

TORONTO

MONTHLY REPORTS FROM TRADE CENTRES

MONTREAL.

Easter Business Occupying Attention of Retailers at Present—Several New Books Noticed—Personals of Interest to the Trade.

Office of BOOKSELLER AND STATIONER,
232 McGill Street, Montreal.
April 5, 1906.

EASTER trade is occupying the attention of booksellers and stationers here at present, and many Easter cards, books, etc., are being displayed. Much better business is expected this year than was transacted during the same season last year, and in consequence Easter stocks have received particular attention. The modes of display adopted to attract the Easter trade are many and varied. Each store is making a specialty of some line. Prayer books, bibles, and hymn books are featured by many. Most have a large table display of Easter cards and illustrated post cards suitable to the season, within the store, and the tying up of handsome leather-bound books with colored ribbons is practiced by nearly all bookstores. These ribbons are of various colors, and the words "Easter Greetings" are generally inscribed upon them. A book fixed up in this manner is very much in demand, as it makes a very dainty gift.

* * *

Several new books have found their way onto the counters of Montreal bookstores during the past month. All of these have met with a more or less good sale. Indeed one of them, "Hearts and Creeds," heads the list of best sellers. The authoress of this book is Anna Chapin Ray, who wrote "In the Shrine of Good St. Anne," and this, and the fact that the book deals with a burning question in this province, will tend to make it a good seller.

* * *

Among the other new books a new one by Morley Roberts, "The Idlers," has enjoyed a very good sale. "Saints in Society," "The Mayor of Troy," and "The Lady Noggs," are regarded as coming good books. The Copp, Clark Co. have published a beautiful book by E. B. Greenshields, of this city, "Landscape Painting and Modern Dutch Artists." It is selling well.

* * *

Montreal booksellers have received a circular letter from a large American magazine publishing house, in which the latter state that dealers will have to make some new arrangements to meet the action of the Canadian post office authorities, who have seen fit to withdraw the second-class matter privilege whereby American houses have been able to send their magazines into Canada at the rate of a cent a pound postage. By the new regulations postage will cost six cents a pound. As the magazines mentioned in the circular retail at ten cents, it would be necessary then to sell them at fifteen cents, which it is not deemed would be a wise policy. To offset the changes in postage, however, dealers will hereafter receive these magazines by express.

* * *

The window displays of the Harmsworth Self Educator which were seen in two or three uptown bookstores during March attracted much favorable comment. The displays were a credit both to the retailers and to the Harmsworth people, who supplied the necessary books, posters, etc., required for the dressing of the window.

* * *

Paper editions of the latest fiction are selling well. Many stores are making a special display of these, and are giving such books a share of newspaper advertising.

* * *

Mr. E. M. Renouf reports a very good sale of the pamphlet he published, "Science and Religion," by E. W. McBride. This is an address which was delivered by Mr. McBride before the McGill Y.M.C.A. Mr. Renouf has issued a couple of very handsome catalogues. They are neatly prepared and profusely illustrated.

* * *

Mr Foster Brown, who recently underwent a serious operation, is almost entirely recovered, and is able to get down to his store every day now.

* * *

Mr. R. J. Soden, of Peterboro, and Mr. Stevens, of Ottawa, both of them booksellers and stationers, were in Montreal on business the latter part of March.

* * *

Mr. E. J. Kastner, manager of the L. E. Waterman Company, of Canada, Limited, is expected back from Europe the middle of this month.

* * *

Mr. W. R. Houston, of Toronto, editor of the Canadian Financial Review, and the "Directory of Directors in Canada," was in the city for a few days week of March 12.

J. J. G.

WINNIPEG.

The Easter Trade—Sale of Drummond's Books—Blackwood & Hagel Move—Popular Fiction.

Office of BOOKSELLER AND STATIONER,
511 Union Bank Building, Winnipeg, Man.
March 31, 1906.

EASTER novelties are being featured by John A. Hart Co., Russell, Lang & Co., W. A. Davis, and one or two other stores. Results seem to be favorable, although the goods have been displayed only a few days. March business has been fairly active for the season of the year, but none of the local stores have been exceptionally busy. Following the special sales in February, trade has been of moderate volume.

* * *

The recent visit to Winnipeg of Dr. W. H. Drummond gave the local stores a good opportunity to push the sale of the "Habitant" sketches. The books were prominently displayed and results were satisfactory.

* * *

Blackwood & Hagel have moved from their location on the corner of Portage avenue and Main street to a store on Main street near the C.P.R. tracks. The stores on the corner of Main and Portage are to be removed to make room for a new office building.

* * *

"When It Was Dark" and "St. Cuthbert's" seem to be the best sellers among the new fiction.

F. R. M.

"OF MUCH GOOD NEWS"

TO THE TRADE IN ALL PARTS OF CANADA

North, East, West, South,

FROM

THE "HOUSE IN CANADA FOR CARDS and CALENDARS"

Our different representatives will be pleased to have you visit their sample rooms and inspect the very interesting display in endless variety of

CHRISTMAS CARDS, CALENDARS, PICTURES, Etc.

FOR SEASON 1906-1907

We represent only the best publishers and have sole selling rights in **CANADA** of the productions of the following well-known firms:

THE CAMPBELL ART COMPANY'S HIGH ART CALENDARS. These excel in beauty of subjects, exquisite hand coloring and thoroughly artistic effects anything we have ever offered to the trade.

HILL'S "FOR THE EMPIRE" series BRITISH MANUFACTURE CHRISTMAS CARDS, CALENDARS, ETC. The artistic merits and general fine workmanship give this series a place far in advance of all competitors.

CANADIAN EMBLEMATIC DESIGNS, CARDS WITH CANADIAN VIEWS, DAINTY CALENDARS IN BOOKLET FORM, ART CALENDARS, ETC.

BLANK CARDS for **PRIVATE GREETING CARDS, BEAUTIFUL AND APPROPRIATE DESIGNS.**

PICTURES AND CALENDARS—Charles Scribner's Sons' publications, representing all the technical skill and refinement of style of the following famous artists: Harrison Fisher, Maxfield Parrish, Alonzo Kimball, Howard Chandler Christy, Jessie Willcox Smith, Charles Dana Gibson, A. B. Frost, Frederic Remington, C. M. Russell.

DAVIDSON BROS.' popular lines of low-priced **CALENDARS.** 12 designs, 5c. line; 15 designs, 10c. line: Christmas Cards, assorted designs. Special Boxed and Autographic Cards; **POST CARDS** by the famous humorous artist, Tom Browne, and the scenic artist, VAN HIER.

ART LITHOGRAPHIC PUBLISHING CO. CALENDARS, BOOKLETS, HOLLY TAGS, HOLLY CHRISTMAS and NEW YEAR'S POST CARDS.

CASTELL BROS.' —Beautiful designs in Calendars, Autographic Christmas Cards in boxes, Assorted Cards in packages.

HULD'S—Boarder, Bachelor and other Novelty Calendars.

GEO. W. CAPEN CO.—Novelty Scratcher Calendars, Pen Wipers, Blotters, etc.

THE GRAY LITHOGRAPH CO.—Artistic Lithographed Calendars, entirely new subjects.

MARCUS WARD—Block **CALENDARS.**

C. C. C.—Maple Leaf Calendars, 100/7 Leaflet, 200/7 Crescent, 300/7 Maple Leaf 3-drop.

ART CALENDAR PADS for Fancy Work, 5 different designs, each in 4 sizes.

THE COPP, CLARK CO., LIMITED

64 and 66 Front St West, - - - TORONTO, CANADA

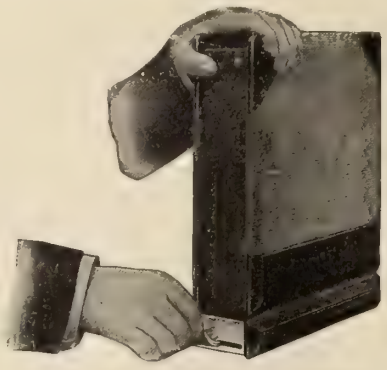
HERE AND THERE AMONG THE JOBBERS

Personal information for the guidance of buyers of stationery and fancy goods, especially procured by "The Monthly Visitor."

This useful loose-leaf device is the product of the C. E. Sheppard Co., 86 Maiden Lane, New York. It consists of a two-piece metal back—oxidized or nickeled—to which is attached two strong board covers attractively bound in corduroy and russia leather, making a pleasing and durable binder. It is constructed with a screw mechanism, and is the latest improved



Suspended by one Leaf. A vise would not hold the Leaves Tighter.



Correct Position, Locking and Unlocking.

model of a loose-leaf ledger. It is made on an entirely new and original principle. One of the most important things about this new book is the fact that it has direct power—the motion is regular and there is no lost power or unnecessary mechanism.

The power is applied to the leaves by means of a screw which operates a plate in which slots run diagonally. The upper and lower bars in which the posts are riveted are connected with the slots in the plate by means of metal pieces called lugs. It can readily be seen that the power is applied from the screw directly to the sheet without any lost motion, and as there is no greater method of transmitting power than by a screw, it is easy to understand why the leaves could not be held any tighter than the mechanism of the Imperial will hold them.

The leaves in the Imperial ledger are held in perfect alignment when the book is expanded, by the posts—5-16 inch in diameter—which are so placed in the top and bottom bars as to bring two large and two small posts in each bar.

The leaves always have a bearing on the large posts, but when the binder is in use the power applied brings such pressure on the sheets that they can in no way work loose and get out of alignment. A test was made with this ledger, and the sheets were held in the book by the pressure without any posts.

* * *

I noticed some new papeteries in the sample room on Front street, Toronto, of W. J. Gage & Co., which are worthy of special note.

The LONSDALE.—This is put up with deckle-edged paper and envelopes, kid finish, in the Royal size, and is the first deckle-edged papeterie turned out by this firm. This is a very aristocratic number and is most tastefully put up in a box of heraldic design. This line will retail at 50c.

The MAPLE LEAF LINEN.—Another particularly attractive papeterie to retail at 25c., made in cloth-finish paper, Oxford size, with wallet flap envelopes. One special feature of the stock used in the contents is that each sheet is water-marked with maple leaves, making it a particularly Canadian article. The design on the box is also brought out in maple leaves done in colors, and I think this line is one which will appeal to the trade very largely.

The ULSTER LINEN.—This papeterie has been got up by W. J. Gage & Co. as a leader, to retail at 15c., and as such it is bound to have a very large sale. It contains 24 sheets of fabric-finished white paper in either octavo or Oxford sizes, and 24 envelopes to match, and is handsomely boxed with embossed gold and colored labels. Boxes at this price have been on the market containing 18 sheets and 18 envelopes, but here you get one full count.

* * *

Holiday papeteries are now being shown by Buntin, Gillies & Co., Limited, of Hamilton. Their assortment is very attractive and should interest most stationers. They have none that retail for fancy prices, contenting themselves with an excellent range of the popular-priced papeteries.

* * *

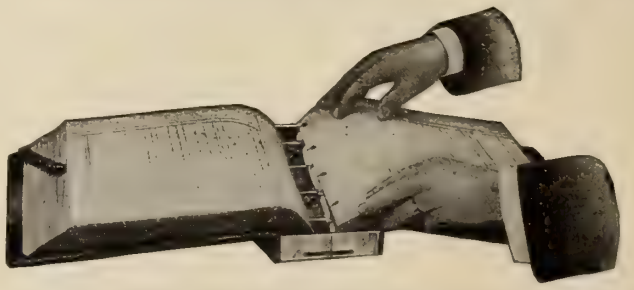
Buntin, Gillies & Co., Limited, Hamilton, have added to their Dutch fabrik line a wallet-shape, colonial-size envelope. The new shape can also be supplied in their Regent Plate and Charta Damascena envelopes.

* * *

Monogram seals (combinations of any two letters) can be had from Buntin, Gillies & Co., Limited, Hamilton.

* * *

Embossing one's own stationery is something made



Position when Removing or Inserting Leaves.

very easy by the use of Buntin, Gillies & Co.'s initial presses. Any letter can be had.

* * *

The new cover designs shown for the coming school season by Buntin, Gillies & Co., Limited, are much admired and are having a good sale.



Bicycle Playing Cards, Imitated but never equaled.

Sell the best because they **are** the best.

The genuine have King on Bicycle on front of tuck case and our Trade Mark Ace on back.

The U. S. Playing Card Co., Cincinnati, U. S. A.



"YES"

we have something strictly new in the Note Paper line.

"TELANIAN"

IN THREE DAINTY SHADES

Have you seen our Linen Faced ONYX Visiting Cards, in the new shapes? They are creating a large demand. If our travellers do not reach you when in want we will be pleased to forward samples.

McFARLANE, SON & HODGSON

Wholesale Stationers, :: :: MONTREAL

Cole's National Mfg. Co.

WHOLESALE

STATIONERS and BOOKSELLERS

Special Values in
PAPETERIES and Writing Tablets

STOCK COMPLETE AND WELL ASSORTED

See our samples—Travellers are now on the road

N.B.—Awnings, Flags and Tents made by us stand every reasonable test, and the prices are as low as is consistent with good materials and workmanship

COLE'S NATIONAL MFG. CO.,
CRAWFORD ROSS, Manager.
191 Queen St. OTTAWA

LEADING CANADIAN STORES

RYRIE BROS., LIMITED, TORONTO.

WHILE Ryrie Bros., Limited, are primarily jewelers, and have attained an international fame as such, yet in their splendid new store in Toronto stationery and fine leather goods occupy a prominent position. This department was organized some four or five years ago, and it to-day has attained important proportions. Specializing in high-grade lines, a reputation for quality has been gained that makes Ryrie stationery the correct thing for Toronto society.

moved to their present premises last August. These are located at the south-west corner of Yonge and Temperance streets.

The store has a frontage of 70 feet on Yonge street, with 156 feet on Temperance street, giving unlimited opportunities for attractive display. Its dignified store front of solid bronze and mahogany, its inviting vestibule, its entire shop fittings of Spanish mahogany, its massive vault and three safes with electric burglary protection, its ornate electric light fixtures, its automatic



Corner in Stationery Department, Ryrie Bros., Limited.

The history of the rise of Ryrie Bros. from humble beginnings is an interesting one. Starting business some thirty-five years ago in a little store on the east side of Yonge street, the two brothers by dint of hard work and persistent advertising soon expanded their business to the full capacity of the store, and were compelled to take in an adjoining store to accommodate their increasing stock. In time the double store became too small and negotiations were entered into for the lease of a store on the north-west corner of Adelaide and Yonge streets. Subsequent enlargements both to west and north gave them the fine large store from which they re-

fire alarm system, its telephone switchboard with twenty-four long distance 'phones from the various departments, its handsome offices where the click of the almost miraculous adding machines, the ever welcome sound of the pneumatic cash carrying system, and the familiar voice of the typewriters sound like the buzzing of a busy beehive, are all features that make the store one of unusual attractiveness.

Nothing has been overlooked that could tend to make Diamond Hall a pleasure to those who visit it and those who labor in it. In the basement are to be found the receiving rooms, the shipping rooms, the department

WHY DON'T YOU BUY

"Correct" Canadian Flags,

printed on the best of cotton in the best of colors
and absolutely correct ?

THE COPP, CLARK CO., Limited, TORONTO

The House of Canada for Cards and Calendars

See the "BUHARO" CALENDARS

Entirely new Ideas in Brass and Aluminum

GREAT NOVELTIES REASONABLE PRICES

SOLE AGENTS

The COPP, CLARK CO., Limited, - TORONTO

stock rooms, elevator and heating appliances, all arranged in keeping with the other features of the place. In various parts of the building are to be found the mail order rooms—themselves forming a good size jewelry store—work rooms, engravers' rooms, watchmakers' rooms, designers' rooms, plate printing rooms, stationery rooms, polishing rooms, while the presence of toilet rooms, individual lockers, and lunch rooms with inviting chairs and favorite magazines and books, would indicate that the comfort and convenience of the staff have not been lost sight of.

The stationery and leather goods department, a portion of which is shown in the accompanying il'ustration, is located to the left of the main entrance. Handsome showcases and cabinets, in which are shown all manner of dainty papeteries, programmes, invitations, cards, etc., brass and bronze goods, leather goods, etc., make this department most inviting to the shopper.

Editorial Note.—A capital sketch of the business career of Mr. James Ryrie, of Ryrie Bros., Limited, will be found in the May number of The Busy Man's Magazine.

NEED OF WESTERN NEWS CO.

Editor Bookseller and Stationer,—I beg to trespass on your time for a few moments to present to your notice a subject of importance to western booksellers and newsdealers, and which I would like to see discussed in some future number of your valuable paper, namely, the establishing of a western news company. A few years ago no doubt the eastern news companies were quite capable of handling the western business. But times have changed, the west has grown, and is still growing at a tremendous pace, and it behooves the newsdealers of the west to keep in step with the advance. The eastern news companies are no longer able to do justice to the needs of the western newsdealers, and it is up to us to find some solution of the difficulty.

As conditions are at present, our parcels of magazines are often days late in reaching us, and occasionally lost in transit. With a western news company established at some central point—Winnipeg, Regina, or even as far west as Calgary—much of this would be avoided. Then, again, on account of special articles, there is often an extra large demand for some magazine, and the supply is sold out in a few days. As the dealers are so far from the source of supply it would take too long to reorder copies, and consequently a great deal of business is missed that newsdealers should have, and would have, if the source of supply was nearer and more central.

Surely the time is ripe for the establishment of a western news company. The west is growing rapidly, the centre of population in Canada is moving steadily westward, and before very many years Winnipeg will be the centre of population in Canada. Now is the time for western newsdealers to wake up and look after their own interests.

I would like to see this matter discussed in your columns at some early date, as it is a matter of vital interest to western dealers. It might be a good idea to get some expression of opinion in regard to this from the leading dealers in the west.

Before closing I wish to add a few words in appreciation of your corner on "Good Advertising." I consider these monthly talks one of the most valuable features of your interesting journal. They have helped me, and they will help all who will study them carefully.

Thanking you for your attention to this, and hoping to see a discussion of this matter at an early date, believe me, Yours very truly,

W. J. STEPHENSON.

PICTURE POST CARDS

THE "OCEAN TO OCEAN" CARDS.

IN the array of popular picture post cards nothing has succeeded in finding a more rapid sale than the "Ocean to Ocean" series published by the well-known firm of Warwick Bros. & Rutter, Limited. These beautiful scenic cards depict the wonderful beauty spots, the fertile plains, mountain heights, and Summer haunts of the tourist, besides illustrating the splendid business centres of commerce and manufacture, pretty parks and suburban retreats of Canada's rapidly growing cities and towns. The views are alike educational to the Canadian and a source of national pride, which can be sent abroad as a world-wide testimony of the greatness and possibilities opening up in this wonderful north country of America. Each card in this series is most beautifully brought out in natural colors, realistic to a degree. Although each box of cards contains one hundred, there are no two alike in the lot, and many new views have recently been added to this important series, which bespeaks much for the enterprise of the publishers, and comprises new views gathered from the Atlantic to the Pacific. No dealer should be without this attractive assortment of cards for the Summer season.



Specimen from the "Ocean to Ocean" Post Card Series. (Warwick Bros. and Rutter, Limited.)

SOME IMPRESSIONS OF THE RETAIL TRADE.

By A. L. Merrill, Toronto.

IN response to your request for impressions of the picture post card business, incident to counter sales of Canadian stationers, a few words may be in order. In our two Toronto stores the average weekly counter sales of post cards have exceeded $150 since last June.

Our window display consists of 1,000 cards arranged as methodically as conditions permit, covering an area of 180 square feet. We carry in stock not less than $5,000 worth of cards. A window display will not get the trade unless one has the stock behind it. Invariably collectors coming into the stores for two cards go away with $1 worth. Our prices range from 5 cents a pair to 15 cents each.

How to systematize the card business is a problem the writer has grappled with for some time. A logical classification seems almost impracticable owing to the superabundance of production. We have a dozen of the largest size whirling racks, and a thousand card cases each with a capacity for 100 cards. These are spread over our tables and silent salesmen.

In each store we employ a lady clerk whose special duty it is to keep the cards properly systematized. This combined with intelligent tact we find has increased our daily sales, and we can readily understand how an indifferent clerk or dealer will complain of small sales.

Confident in the Future.

We have every confidence in the future possibilities of the card business. Cheap comics are rapidly becoming a thing of the past and we have decided to cut them out altogether. They appeal to a cheap class of customers who monopolize your time and space, generally making only a five cent purchase.

Cards which are a factor in education will flourish for years to come. Likewise there will always be a demand for reproductions of masterpieces, especially those which when framed take the place of oil paintings.

It is a psychological fact that when a habit is once uniformly established even the lapse of many years will not change that habit or custom.

PICTURE POST CARDS

FAMED FOR ARTISTIC MERIT

NEW SERIES Constantly added

The New Silver Print Cards

In a Picture Series of all the prominent Actors and Actresses of the day (in lots of 100 assorted).

The New Initial Letter Series

includes twenty-three letters of the alphabet, combined with an artistic statuesque figure foreground. (In lots of 100 assorted.)

The New Original Comic Series--No. 1

Consisting of twenty-three numbers, of a most pleasing kind. (In lots of 100 assorted.)

The Ocean to Ocean Series

Something you cannot do without, and which we have augmented with many new subjects, representative of Canada's scenic beauty from Ocean to Ocean.

Warwick Bros. & Rutter

LIMITED

Publishers of
PICTURE POST CARDS :: :: TORONTO

The habit of collecting cards is as firmly established as the habit of smoking, church-going or reading the newspapers.

It is a regrettable fact that the average stationer does not carry a sufficiently large assortment of high-class cards to impress and incite customers to make extensive purchases, and we are in doubt as to whether the impressions published in your last issue from one or two prominent dealers will have the necessary effect of a material increase in the volume of wholesale card business. One dealer almost gives the business a black eye by faint praise. He tells us he has given an order for 12,000 cards. Good. We have placed orders for 250,000 cards for the summer of 1906 and expect to double that in 1907. Another dealer sneers at the "phenomenal sales" he has heard of. We can assure him that such sales are the regular thing among those dealers who have the stock.

In conclusion may we ask all dealers to join us in maintaining the dignity of the card business if possible on a level with Great Britain and other lands across the seas. Let us taboo every traveler who has the cheapest cards and welcome the man with the costly cards even at $1 each. If we are ever to accomplish anything in the card trade we must educate the people to the value of the most costly and artistic reproductions.

These are some of my impressions after great expense of time and money and a trip of 10,000 miles to study the conditions of the trade.

INITIAL LETTER CARDS.

INITIAL letter post cards are a new feature with Warwick Bros. & Rutter, Limited, Toronto, and are reproduced in brown and white. Each card has an artistic initial of large dimensions in the rear, with a beautiful, statuesque figure in the foreground, artistically posed, giving a most pleasing effect. The cards are beautifully toned down in shaded effect, and immediately attract the attention. Beyond question this series will have a strong hold on the public during the coming season. They come in twenty-three letters of the alphabet, each subject being an entirely different pose and effect.

CARDS FOR MEXICO.

A shipment of 60,000 cards was sent to Mexico recently by Warwick Bros. & Rutter, Limited, Toronto. The cards showed pictures of Mexican scenery and other Mexican views, and were made in Toronto. This speaks well for Canadian enterprise.

PEOPLE AND EVENTS.

THAT ever-popular knight of the grip, "Billy" Bell, embarked on a three months' trip to the west last week. He is carrying the line of the Musson Book Company this time and a remarkably fine showing it makes. During the greater part of March Mr. Bell was assisting Mr. C. J. Musson in the sample room at the King Edward in Toronto.



Specimen of Initial Letter Post Cards. (Warwick Bros. & Rutter, Limited.)

Mr. T. J. Briggs has opened a wall paper store in the Williams block, Bridgeburg.

Mr. B. W. Garner is now in charge of the stationery department in O. H. Garner's store in Welland.

Mr. I. A. Kirouac, of Pruneau & Kirouac, stationers, Quebec, visited the New York market the last week in March.

Mr. Albert Brown, of Brown Bros., Toronto, visited New York and Atlantic City last month. His wife accompanied him.

Mr. W. J. C. Wilson, vice-president of O. B. Stanton & Co., Yonge street, Toronto, spent a few days in New York City last month.

The engagement of Mr. David S. Gillies, secretary-treasurer of Buntin, Gillies & Co., Limited, Hamilton, to Miss May McGiverin has been announced.

Mr. W. R. Davis, who has represented the Consolidated Stationery Co. of Winnipeg for some time, has gone into the wholesale stationery business in Vancouver.

ONLY FOR WHOLESALE DEALERS

Post Card Albums

Largest Selection (choice) of the Latest Designs, at all prices.

Sample Consignment, consisting of 20 different Albums - - $4.00

Post Card Frames

50 Modern Designs in different styles.

Sample Consignment, consisting of 50 different Frames - - $1.20

Photo. Mounts

400 Designs of the Latest Style, which have not been offered in such variety and excellence by any other firm.

Sample Consignment - - - $4.00

Catalogue free upon application. If a larger order is given upon receipt of samples, half the amount which has been paid for the samples will be credited.

Apply at once to the

Leipziger Buchbinderei-Aktiengesellschaft

(FORMERLY GUSTAV FRITSCHE)

LEIPZIG - - GERMANY.

Imperial Series Postcards

To the Trade:

Write Quick for Samples and Prices.

WE LEAD IN

Black and White

Our Colored Cards

STAND ALONE

MONTREAL TORONTO QUEBEC
OTTAWA HISTORIC SPORTING
FISHING HUNTING
NORTHWEST SCENES

ALBUMS and **RACKS**

Always adding to our already well-assorted stock.

The Picture Postcard Co.

P.O. Box 334, OTTAWA, ONT.

GUN METAL POST CARD UNIT HOLDERS



Each metal unit holds 30 cards. Can be used separately or in groups. Made to attach to each other, to display as a hanger or stand as an easel. Permit of most effective displays on counters, walls, rods, show cases. Made of our famous gun metal.

$5.00 PER HUNDRED
ORDER AT ONCE.

Ask for our Catalogue, which shows complete line of post card display racks.

S. Heineman, Pres. **GREAT WESTERN FIXTURE WORKS**
C. B. Morrow, Sec.-Treas. **195-9 5th Ave., Chicago, Ill.**

500 Funny Post Cards

and this Metal Display Stand for . . .



$5.00

This offer is made to introduce this new Counter and Wall Rack, which holds 700 Post Cards.

The Post Cards given with this Rack are the Famous A. H. Line, three colored cards, 50 subjects, which retail

2 for 5 Cents

The Post Card business will be very large this year; so get in line.

Alfred Holzman

Publisher and Importer of Post Cards, Post Card Albums.

CHICAGO, - - ILLINOIS

THE TELEPHONE

Is a companion, friend and servant combined.
Invaluable for convenience in the household.

LONG DISTANCE TELEPHONE SERVICE

Has no equal for the facility it affords in business life.
Full particulars as to rates and service at the nearest office of

THE BELL TELEPHONE COMPANY OF CANADA

PICTURE POST CARDS

BIENAIMÉ & DUPONT
COLLOTYPE PRINTERS

PRICE AND SPECIMENS FREE BY POST. REIMS (France)

We offer for this month only

Our Special Bathing Girl Series, $1.50 per 100 Actor Series, set with stones, $5.00 per 100
Gaico Colored N. P. G., $4.00 per 100 Comic Series with blower openings, 3.50 per 100
Quantities in these Cards limited. Write at once.

THE EUROPEAN POST CARD CO.,
146 St. James Street, Montreal

Georg Geier & Garke

ART PRINTERS AND PUBLISHERS
NUERNBERG (BAVARIA)

Exquisite Novelties of

SUN AND MOONSHINE CARDS
REPRODUCTIONS OF GREAT PAINTERS
NATURE AND ART CARDS
ANGEL AND RELIGIOUS CARDS
BRILLIANT CARDS

Cards with English wording can be had if desired.

Full sample assortment can be had by remitting $3.00.

Pictorial Post Cards

from Customers' own photographs—printed plain or colored by recently improved processes.

Exquisite Results
Moderate Quantities
Prompt Execution
Reasonable Prices

Cards printed by us get the benefit of the rebate of duty allowed on goods of British manufacture.

Samples and Prices from

G. W. WILSON & CO.

Established Over 50 Years

2 St. Swithin Street, Aberdeen Scotland

Souvenir Cards

New arrivals constantly. It will pay to handle a choice assortment. The more you spend—the bigger variety. Prices $1 to $100 up. Fancy, Glossy, Handpainted and Artistic Cards, $2 to $10 a 100. Job Mixture, $6 a 1,000, 75c. a 100.

Easter Cards

$1.50 a 100, and $5, $10 $15 and $20 a 100. Finest variety in the Dominion.

COMICS—50c., 60c., 75c., $1 and $1.50 a 100.
FLYING BUTTERFLY — Great seller—$7.50 a 100, $1.10 a doz.
TAG POSTALS—$2 a 100, Leather, $40 a 100.

W. R. ADAMS - - 401 YONGE ST., TORONTO
PHONE MAIN 953.

W. G. MacFarlane, | POST CARDS | 72 Bay St., Toronto

Headquarters for Souvenir Post Cards and View Books

Largest line of Stock Cards comprising CANADIAN SCENERY, COMICS, FANCY, REAL PHOTOS, MISCELLANEOUS and LEATHER CARDS constantly on hand.

Canadian Views finished in Collotype, Naturotype, Autochrome, etc. All the latest scenes and beautiful new scenes coming in all the time.

Canadian Scenes, real photo, hand colored. These subjects are selected with the utmost care, covering about one hundred of the very finest scenic features of Canada, at $4.50 per hundred.

Real Photos of the most popular Actresses, beautifully hand colored, jewelled, cameo, sequin'd, from $3.30 up to $10.00 per hundred.

Stewart & Woolf Fancy Cards, Fancy Figures, Beautiful Floral Designs, Pets, Landscapes, etc., at 9c. per packet of six cards.

Bamforth Life Model Postcards, Songs, Hymns and Comics. Every subject printed direct from life model negatives, with mottoes or verses, songs, etc., at $3.30 per hundred.

A good assortment of Comic Post Cards of all kinds, from 60c. a hundred up.

The Scottish Clans, illustrating the whole of the Scottish Clans, Clanswomen of Scotland and Historic Scottish Clans, 10c. per packet.

Valentine's Celebrated Fancy line, at special prices.

Multiple Post Cards—the newest and best post card novelty on the market.

We have a very large shipment of new lines on the way, as, ***Musee Line Post Cards,*** reproductions of the world's best art. This is, without exception, the very finest line of post cards that is produced, being the top notch of perfection in lithographic painting.

Transparent Comics—a mirth provoking line.

Hand Colored Alphabet, and Baby Farm Series.

We also have a good assortment of Post Card Racks always in stock.

Our stock of Post Card Albums is large and well assorted.

It is not too late to order Contract Editions of View Cards from your own photos, if sent at once.

WRITE FOR OUR FORTY-PAGE CATALOGUE

GENERAL ASSORTMENTS.

NOW is the time for dealers to look into the matter of general assortments of stock lines of view post cards, fancy comics, real photos, etc., and make sure they have enough ordered for Summer trade. W. G. MacFarlane, 72 Bay street, Toronto, is well equipped now with stock of this nature. He has a large assortment of various lines of stock now in warehouse, and there are large shipments on the way, and dealers may rest assured of having their orders attended to in almost anything in the line of view post cards of Canada, also fancy and comic cards of various natures.

Canadian views, assorted, of all parts of Canada will be a big selling line this year all over Canada, and dealers in every town can sell interesting subjects of the whole country, not only to collectors, but tourists. Mr. MacFarlane is making a specialty of his all-Canada line, covering about 200 of the big selling subjects in Canadian architecture and scenery, the cards being executed in the very best imported collotype and autochrome work. He also has an assortment of real photo cards of Canada, beautifully hand-colored.

Dealers who have not ordered editions of multiple post cards for their town, should make inquiries at once. This is one of the greatest novelties on the market in the post card line. It is not too late yet to order contract editions from the dealer's own photos. Editions of collotype cards can be turned out in eight weeks; editions of colored collotype can be turned out in same time.

The old-established Lyman D. Morse Advertising Agency, of New York, has recently altered its designation to the Morse International Agency, and will remove to new and larger offices in the Revillon Building, at 19 West 34th street, on May 1. The personnel of the agency has not been changed nor the policy affected.

A SNAP OPPORTUNITY, FLOURISHING STATIONERY BUSINESS FOR SALE

The Quebec News Company, doing a retail cash business of $13 0 0 per annum, with only $1,500 expenses can be bought for $8 000 cash. Stock in A1 condition, no old shelf goods, location unsurpassed in most desirable block in Quebec city. Books open to inspection. Good reason for selling out given on application.
Business can easily be increased to $21,000. Address for further particulars to

FRANK CARREL,
DAILY TELECRAPH, QUEBEC

N.B.—Business shows over 50 per cent. increase for every year since established.

The Belleville Business College, Limited

Business firms get the best results by applying to us 10 days before vacancies occur in their employ.

See Catalogue pages 21, 27, 33, 41.

J. A. Tousaw, Secretary. | BELLEVILLE, ONTARIO | J. Frith Jeffers, M.A., President.

WE HAVE EVERY FACILITY TO TRANSACT
YOUR BANKING BUSINESS
AND INVITE YOUR ACCOUNT

THE METROPOLITAN BANK.

CAPITAL PAID UP, - - $1,000,000
RESERVE FUND, - - 1,000,000.

SAVINGS DEPARTMENT at all branches.

Interest allowed on deposits of one dollar and upwards

Picture Post Cards Again!

Royalty and Stage Celebrities— Embossed, Jewelled and Spangled } Retail, 25c each. Wholesale, $1.50 per dozen.
Railway Trains, Steamers, Buildings, Bridges, etc.—Embossed and Tinselled } Retail, 10c each. Wholesale, $3.50 per 100.
Tuck's Packages— Unlimited variety, very choice } $1.50 per dozen pkgs.
Toronto, New York, Chicago, Philadelphia, Boston, London, Paris, Berlin, etc. } $1.00, $1.50 and $3.00 per 100.
Comic Cards in Glosso finish - - } $12.00 per 1000 / $1.50 per 100
Comic Cards, Colored—$1.00 per 100 or $7.00 per 1000
Sample 100 of all kinds, $1.50

Positively the only Canadian House running a complete line of High-class Cards. No trash. Only cards of quality.

C. R. PARISH & CO., 304 Yonge Street. **TORONTO**
PHONE M. 6128

Your Store Signs

Your store and windows are the most important part of the advertising problem. They furnish reading for the people passing by. All other advertising gets people at a distance and if it interests them enough to come out of their way to buy in your store, how much more will sign advertising attract them on the spot? Why not let us quote you for signs, show cards, and price tickets?

We have the best factory in Canada, devoted entirely to making of art signs.

The Martel-Stewart Co., Limited
Montreal, Canada



EASY SELLING

We have created the demand for Berliner Gramophones and Victor Talking Machines and Records, and all our efforts are constantly bent on increasing it.

1st. By making the finest instruments that skilled workmanship and the highest grade materials can produce.

2nd. By supplying the very records people want.

3rd. By advertising to the buying public liberally and continually.

All these efforts help **YOU**: make selling easy for **YOU**, and make money for **YOU**—if you are ready to do your part.

LET IT BE KNOWN IN YOUR TOWN

that you have a complete stock of Berliner Gramophones and Victor Talking Machines and Records.

Do a little local advertising; distribute circulars; make an attractive window display to tell people where to buy the Berliner and Victor goods.

All that you will need to do then is to supply the demand.

Send for April list of records and terms to the trade.

The Berliner Gram-o-phone Co. of Canada, Limited
2315 St. Catherine St., MONTREAL.
Toronto Winnipeg Vancouver

OUR PORTRAIT GALLERY.

A NEW PARTNERSHIP.

BY the admission of his son, John Bevan Hay, into partnership with him, Mr. M. G. Hay, the St. Thomas bookseller, has not only rewarded a capable and energetic employe, but has materially strengthened his business as well. The new firm of M. G. Hay & Son will undoubtedly continue to develop the business which Mr. Hay, Sr., has so skillfully built up in the four years since he purchased it from W. H. Murch.

Mr. M. G. Hay started business a good many years ago in Ridgetown, and after he had conducted it successfully for several years, he sold out to become collector of customs. In 1902 he resigned this post, came to St. Thomas and purchased the Murch business. With his characteristic push Mr. Hay immediately set about renovating the store, putting in modern show windows and improving the interior arrangements. At the same time he gradually cleaned out the old stock and began to specialize on those lines which to-day make his store one of the best in Western Ontario



J. B. Hay

Mr J. B. Hay, prior to entering his father's store, had a serviceable training in the Molsons Bank branch at Kingsville. He is very popular in St. Thomas—a fact which should stand him in good stead in a business way. The active management of the business will gradually devolve upon him.

M. G. Hay & Son carry a splendid stock of books. They also specialize a high-grade stationery, and Mr. Hay, Sr., devotes considerable attention to the wall paper department, which has grown to be an important adjunct to the main business.

THOMAS E. MENZIES.

AMONG the younger men in the stationery trade today, Thomas E. Menzies, manager of Menzies & Company, Toronto, is regarded as one of the most aggressive and successful. He is a Torontonian by birth and has always lived in Toronto. Starting in the stationery business as a youth, he got a thorough grounding in the elements of the trade and when five years ago he entered into partnership with T. E. Knowlton, as Knowlton & Menzies, he was able to launch a business which has



M. G. Hay

since, under his guidance, developed into a profitable concern. Menzies & Company was formed four years ago on the dissolution of partnership of Messrs. Knowlton & Menzies.

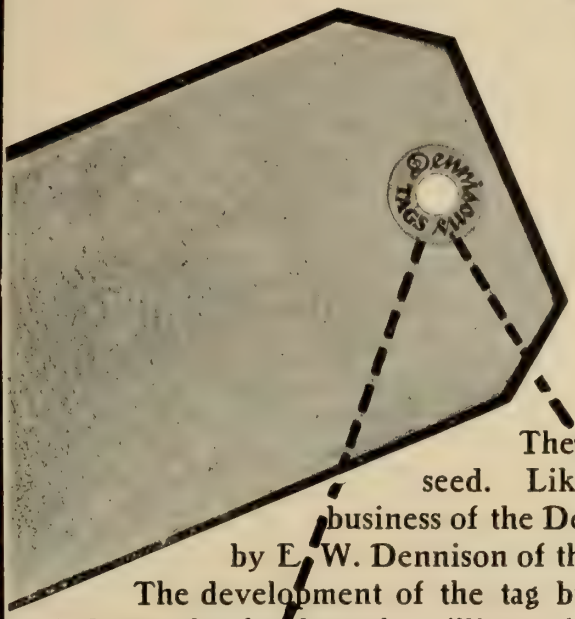
The main agency held by Menzies & Company is that of E. W. Savory & Co., the fine art manufacturers of England. They have specialized in these goods and particularly in the item of private Christmas greeting cards, have built up a big business. Other agencies held by



Thomas E. Menzies

Menzies & Company are for Lyons' inks and Lyons' clucine, Dorendorff & Co.'s Xmas card blanks and fancy folders, etc., and Perry's pens, while they have also done a jobbing business on commission for several English manufacturers of fancy leather goods, brass goods, etc.

The Acorn *and* The Oak



The biggest trees in the world grow from the smallest seed. Likewise from a small beginning has grown the great business of the Dennison Manufacturing Company. The invention by E. W. Dennison of the paper eyelet made the shipping tag practicable. The development of the tag business by Dennison methods made possible an industry that has brought millions of dollars to the stationers of America.

And so it was with the creation and expansion of the Dennison Crepe Paper idea; of Dennison's Crepe Napkins and Table Decorations; of Dennison's Passe-Partout Binding; of a thousand things that Dennison has devised and developed to make NEW business for the dealer. Now Dennison is making MORE business for the dealer by an advertising campaign on large and unique lines, the leading magazines of the country being used.

Will you benefit by it? There is room for you in the shade of this great tree. There is always room for more and more because the tree is ever growing.

We welcome your correspondence and inquiries. Let us tell you in detail what we are doing to increase the growth of YOUR business. Let us send you for careful distribution a supply of our educational books. They make more business wherever they go.

Ask us about our souvenir-postal-card plan for turning the local trade your way It's interesting!

Dennison Manufacturing Company

The Tag Makers

BOSTON, 26 Franklin St. NEW YORK, 15 John St. PHILADELPHIA, 1007 Chestnut St.
CHICAGO, 128 Franklin St. MONTREAL, Coristine Building. ST. LOUIS, 413 North Fourth St.

MANUFACTURING PLANT AT SOUTH FRAMINGHAM, MASS.

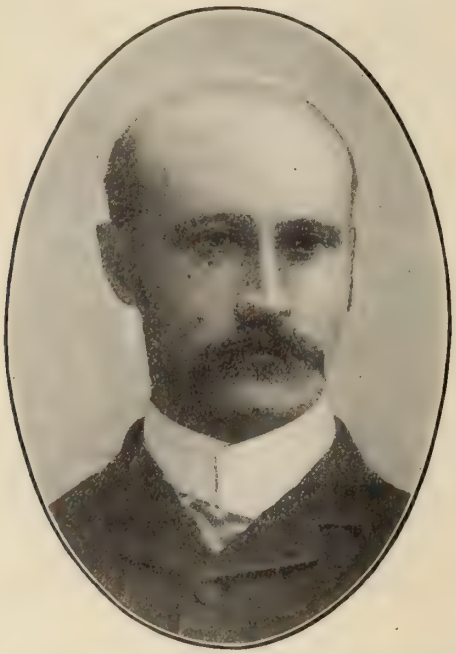


THE LATE W. MACPHERSON.

A FAMILIAR figure in the Canadian stationery trade passed away on February 19. in the person of Mr. W. Macpherson, of Toronto, Canadian resident agent for several of the large English manufacturing stationers and publishers. Mr. Macpherson was born in Inverness, Scotland, and learned the stationery business in that place, later entering the employ of the great Glasgow house of William Collins, Sons & Co., where he served in the export department under Mr. M. Riddell, now a member of the firm of Hart & Riddell, Toronto.

In due time he was given charge of the Canadian route for his firm, and for some ten years he visited Canada annually. It was about the time the Marquis of Lansdowne was the Queen's representative at Ottawa and, because of a somewhat remarkable resemblance to that nobleman, Mr. Macpherson received the nick-name of "The Markiss."

At the expiration of ten years Mr. Macpherson settled down in Toronto as resident agent for William Collins, retaining the position for several years. It was then that the western fever seized him, and he set out



The late W. Macpherson

for Winnipeg, starting in business there for himself. But he soon had enough of the west and returned to Toronto, to again take up agency work. He first formed a connection with Thos. De La Rue & Co., of London, and later with M'Caw, Stevenson & Orr, of Belfast (successors to Marcus Ward & Co.), adding from time to time C. J. Clay & Sons, London; Eyre & Spottiswoode, John S. Downing, Hyde & Co., Chapman & Hall, etc.

His work carried him from Newfoundland to Vancouver every year, he being absent from January to August. Everywhere he was well-known and well-liked, and this year his many friends all over the country will miss his accustomed visit.

A fire in the wholesale stationery warehouse of Grand & Toy, corner of Wellington and Jordan streets, Toronto, on the evening of March 15, damaged the entire stock and caused a loss of $50,000. Insurance for $42,000 covered a good portion of the loss. The warehouse was rapidly repaired and was re-opened for business on March 26.

ITEMS OF INTEREST

THE factory of the Canadian Oliver Typewriter Company, Montreal, was partially destroyed by fire last month. Repairs were rapidly made and new machines can now be supplied.

R. L. McKay, druggist and stationer, Stoughton, Man., is dead.

Susan Anderson, fancy goods dealer, Guelph, is selling out her stock by auction.

G. S. Borrowman, druggist and stationer, Leamington, has removed to Guelph.

E. F. Bishop & Co., Vancouver, dealers in wall paper, are going out of business.

E. J. Wood, stationer and fancy goods dealer, Tilsonburg, is offering to compromise with his creditors.

C. R. Stevens has opened a book and stationery store near the corner of Sparks and Bank street, Ottawa.

Harper & Bro., the New York publishers, have increased their capital stock from $2,000,000 to $3,000,000.

The Electro Tint Engraving Company, 1227-1229 Race street, Philadelphia, send out catalogues showing samples of their color work, duplicate plates of which are for sale. The subjects cover a wide range of interest.

To more adequately meet the wants of their Canadian business, the Dennison Mfg. Co., with Canadian headquarters at 121 Coristine Building, Montreal, are removing to more commodious premises at 101, in the same building, where, for the convenience of their customers, a complete stock of crepe papers will be carried.

For season 1906, C. F. Rumpp & Sons, Philadelphia, have sent out a small catalogue of their fine leather goods. A great many articles, particularly interesting to men, are shown in elaborate half-tone illustrations. The Rumpp stock is a most attractive one, including not only products of their own factory but a great many imported specialties.

An interesting calendar has been issued by N. K. Luxton, manager of the Taxidermy Store at Banff, Alta. It bears pictures of eleven animals' heads mounted, illustrating the class of work done in the store. The Taxidermy Store also deals in all kinds of curios and souvenirs of the Canadian Northwest. A card to Mr. Luxton will bring one of these calendars to any applicant.

The same artistic taste which has made previous catalogues of the Premo camera so attractive is again noticeable in the new 1906 catalogue. The cover design depicts a white-gowned girl sitting on a piece of rock in the foreground of a pretty natural scene. The catalogue supplies full information about the various styles of Premo cameras and outfits, with numerous illustrations.

The offices of the Macmillan Company, of Canada, on the first floor of the Clarendon Building, Richmond street, Toronto, are now inhabited by Manager Wise and his staff. They have been tastily finished in dark-stained wood and dark green paper, with office furniture and rugs to match. The well-filled bookshelves are a delight to the booklover, and Mr. Wise assures the patrons of the company that they will always be welcome to drop in and browse among the literary treasures.

A corporation to be known as Rohde & Haskins Co. has been formed to take over the stock, fixtures, lease and good-will of the firm of Rohde & Haskins, 16 Cortlandt street, New York. The old firm was founded by Mr. Rohde in 1886; Rohde & Haskins was formed in 1898. The new corporation has as its president L. C. Lathrop; Wm. Rohde is vice-president and general manager, and H. S. Haskins secretary and treasurer.

Announcement is made from New York of the merging of the publishing houses of Herbert S. Stone & Company, Chicago, and Fox, Duffield & Company, of New York. The New York firm has purchased the entire good will, assets, plates, sheets and publishing plant of the Stone Company, whose publications will henceforward be catalogued in the Fox, Duffield list. "The House Beautiful," edited by Herbert S. Stone, will be directed, as heretofore, in Chicago.

BEAUTY OF NEW DESIGNS.

SUCH is the excellence of the new lines of Spring wall papers of domestic manufacture that many merchants are drawing attention to the fact by ticketing their window displays with the familiar motto, "Made in Canada." Indeed, the T. Eaton Company went one better in their Toronto windows last week and boldly challenged comparison by showing Canadian-made and imported goods side by side, each ticketed as such.

You often hear the remark, "There is no sentiment in business," and when choice lies between a superior and inferior article sentiment will not go for much. When values are equal I believe that the average customer will only be too glad to give preference to Canadian-made goods.

Wall Paper

Special Designs and Colorings

FOR

Churches and Lodge Rooms

For Churches

An effective and suitable Wall Paper, especially designed in a decorative fleur-de-lis pattern in rich, chaste colorings. Prepaid samples on application.

For Masons

For Knights of Pythias

For Odd Fellows

Special and separate designs for lodge rooms, introducing the mystic symbols of each of the three fraternities mentioned above. In four rich shades —blue, green, red and brown. Samples prepaid if you write for them.

TRADE ONLY SUPPLIED

STAUNTONS LIMITED

of Toronto, Ont.

WESTERN ASSURANCE COMPANY. Incorporated 1851

FIRE AND MARINE

Head Office ***Toronto, Ont.***

Capital - $1,500,000.00

Assets, over - - 3,460,000.00

Income for 1905, over 3,680,000.00

HON. GEO. A. COX, President.

J. J. KENNY, Vice-President and Man. Director.

C. C. FOSTER, Secretary.

BRITISH AMERICA ASSURANCE COMP'Y

FIRE AND MARINE.

Incorporated 1833

CASH CAPITAL, $850,000.00.

TOTAL ASSETS, $2,119,347.89.

LOSSES PAID SINCE ORGANIZATION, $27,383,068.64.

HEAD OFFICE, - BRITISH AMERICA BUILDING,

Cor. Front and Scott Sts., Toronto.

HON. GEO. A. COX, President. J. J KENNY, Vice-President

P. H. SIMS, Secretary. and Managing Director

Money

CAN BE SAVED BY MEANS OF AN ENDOWMENT POLICY.

YOU CAN ONLY SECURE SUCH A POLICY WHILE YOU ARE IN GOOD HEALTH.

Pamphlets and Full Particulars regarding the New Accumulation Endowment Policy sent on application.

Confederation Life

ASSOCIATION

W. H. BEATTY, President.

W. C. MACDONALD, ACTUARY. J. K. MACDONALD, MANAGING DIRECTOR.

HEAD OFFICE, - TORONTO, CANADA.

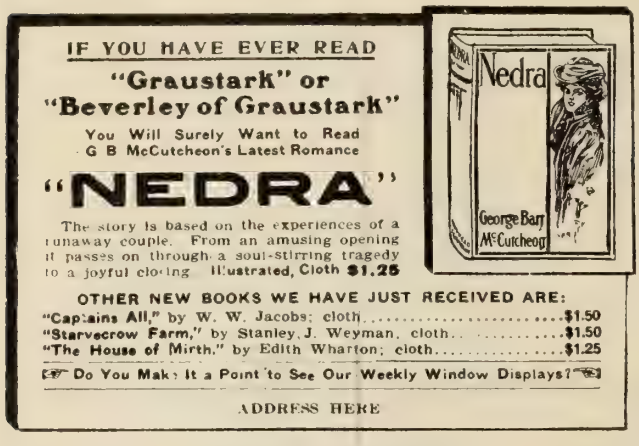
GOOD ADVERTISING

The Editor of this Department will Answer Questions on Advertising and will Criticize Advertisements which may be Submitted to Him.

THE NEED FOR GOOD COMPOSITION.

By Arthur Conrad.

RECENTLY a writer in this department let fall some words of wisdom about the power of the small advertisement. Few, indeed, after reading his article, would deny that he had made out an excellent case for the small advertisement. But his argument was based on a condition, which does not always prevail. That is, he assumed that the small advertisement was well written and well set.



First Prize Book Advertisement.

Passing over the wording of an advertisement for the present, allow me to refer to the composition of the advertisement, by which I mean the putting of the words into type. Composition can spoil the best-written advertisement, and that is why it is important to consider composition first. If a printer can set up a good-looking advertisement from poor copy he can usually be depended on to make a strong ad from good copy.

In order that an advertisement should be powerful, it is essential that the right words should be emphasized or displayed. There are so many advertisements in the average newspaper and they are crowded so closely together that only those which display some striking word or phrase will appeal to the great mass of readers. The advertiser knows the words he wants displayed. The printer cannot be expected to know unless he is told. It follows that the advertiser should indicate the words he desires to have emphasized, and should see to it that the printer follows his instructions.

In order to illustrate just how much good composition helps an advertisement, I am reproducing on this page the first and second prize advertisements in a recent ad-setting competition held by The Canadian Printer and Publisher. It happens that a popular novel was the object to be advertised, which makes the illustration much more instructive to readers of Bookseller and Stationer.

The competitor who set the first prize advertisement has made a correct choice of the words to be displayed. He has noted that "Nedra" is the central word—the keynote of the advertisement—and he has accordingly given it a strong central position. He has gone farther and has observed that the sale of "Nedra" is going to depend largely on the popularity of the author's earlier books, "Graustark" and "Beverley of Graustark." He has, therefore, given a secondary display to these names and has connected the three by a few well-chosen lines of display type. Having accomplished this he feels that he has succeeded in emphasizing the real point of the advertisement and he proceeds to set the description of the book in ordinary type.

The second prize advertisement, it will be observed, differs slightly in the words selected for display. The emphasis is laid entirely on the book itself, while the compositor endeavors to whet the reader's appetite by displaying the expression, "You will surely want to read." The placing of the cut, illustrating the book's cover, is such as to make it stand out clearly among the neighboring advertisements.

While speaking of this ad-setting competition, allow me to refer to one point, and that is the use of the illustration. Glance for a moment at the two prize advertisements and imagine how much their value would be diminished if the cuts were not there. The cover picture lends character to the advertisement; it stamps it as essentially a book advertisement.

There is no reason why any bookseller's advertisement should not have a similar illustration. Publishers are usually only too pleased to supply cuts to their



Second Prize Book Advertisement.

patrons. I would advise every dealer to experiment in this direction and see if they cannot improve the appearance of their advertisements.

If readers of this page will consider how much this proper display means in the composition of the advertisement they will then have learned the lesson which I have endeavored to teach in these few words.

THE WAVERLEY SERIES OF PENS

Imported by all the Leading Stationers

They come as a Boon and a Blessing to Men.
The Pickwick, the Owl and the Waverley Pen.

Dealers make money in stocking the *"Boons* and *Blessings."* They are popular Pens throughout Canada. They are advertised and they are asked for. They are irreproachable in quality and give satisfaction to customers. They are asked for again and again.

We make pens to suit every hand—turned-up, turned-down, indented, oblique, square and round points.

Sample Cards and Trade Price Lists sent by return mail.

MacNiven & Cameron, Limited
Waverley Works, EDINBURGH

"ROB ROY" PENS

SOLD BY
ALL STATIONERS
in 6d., 1/- and Gross Boxes



This series of Pens is made of the same material, by the same tools, by the same process and at the same Works as the series of 'Waverley' Pens which Hinks, Wells & Co. have for 30 years and upwards (prior to Sept., 1901), manufactured for and supplied to the Proprietors thereof.

HINKS, WELLS & Co., Birmingham, Eng.

FINE LEATHER GOODS



MANICURE SETS

Hand Bags, Writing Cases,
Cigar Cases, Desk Sets,
Music Rolls, Etc., Etc.

MANUFACTURED BY

TRADE R MARK **C. F. RUMPP & SONS** Established 1850

PHILADELPHIA, U.S.A.

NEW YORK SALESROOM:
683 and 685 BROADWAY.

CHICAGO SALESROOM
35 RANDOLPH ST.



DRESSING CASES



BASEBALL SUPPLIES

BASEBALLS,
BASEBALL BATS,
BASEBALL MITTS,
BASEBALL GLOVES,
BASEBALL MASKS,
BASEBALL PLATES,

AT VERY SPECIAL PRICES

We are offering some SPECIAL DISCOUNTS on the higher priced lines.

The Kelk-Sutcliffe Co.
76 York St. below King **TORONTO**

HIGGINS' OFFICE PASTE



A PURE, opalescent, white paste, semi-fluid, or midway between a fluid mucilage and a non-fluid or set paste. It spreads with great ease and smoothness, catches quickly, dries readily, has great adhesive power, and does not warp the paper. Very popular for general office or home use. The brush-holding device (our own patent) forms an attractive method of holding the brush for display. In use, the brush is withdrawn, the inner disk or lining of the cap removed, and the brush passed up vertically through the cap. In this position it can be adjusted to any desired height with reference to contents, thus always insuring the proper quantity of paste on the brush. It is a splendid general paste, put up in a novel, practical and beautiful manner.

Higgins' American Drawing Inks
BLACKS AND COLORS
The Standard Liquid Drawing Inks of the World

CHAS. M. HIGGINS & CO., MANUFACTURERS
NEW YORK - CHICAGO - LONDON
Main Office and Factory, BROOKLYN, N.Y., U.S.A.

NEW CANADIAN COPYRIGHTS

Registered at Ottawa during March, 1906.

Double Trouble. March and Two-Step. By Albert Gumbie. Soap-Suds. Two-Step. By Irene M. Giblin. Jerome H. Remick & Co., Detroit.

Curling at Banff. Photo. Byron Harmon, Banff, Alberta.

The Long Arm. By Samuel M. Gardenhire. Book. Poole Publishing Co., Limited, Toronto.

Simplex Chord Instructor for Piano and Organ. Chart. T. W. Wallace, Toronto.

The Protection of Vertical Openings and Other Fire Hazards. By John B. Laidlay. Book. John B. Laidlaw, Toronto.

Christ Our Passover. Easter Anthem. By Will C. Macfarlane. O How Amiable are Thy Dwellings. Anthem. By E. H. Thorne. The John Church Co., Cincinnati Ohio.

Municipal Accounting and Auditing. By F. H. Macpherson, F.C.A. Book. Frank H. Macpherson, Windsor.

The Territories Law Reports. Volume V. and Volume II. Edited by N. D. Beck, K.C., Edmonton. 1893-1897. The Law Society of the Northwest Territories, Regina.

Western Law Reporter (Canada) and Index-Digest. Volume II. Edited by E. B. Brown. August-December, 1905. Book. The Carswell Co., Limited, Toronto.

The Wonder Book. By Nathaniel Hawthorne. Edited with Notes by John C. Saul, M.A. Morang & Co., Limited, Toronto.

A Uniform Patent Act for the British Empire. By Frederick B. Fetherstonhaugh, M.E. Book. Frederick B. Fetherstonhaugh, Toronto.

On the Firing Line. March and Two-Step. By Louis L. Comstock. Sun-Flower. Three-Step. By F. H. Losey. Op. 203. The 74th Regiment Band March. For piano. By F. H. Losey. Op. 202. Vandersloot Music Publishing Co., Williamsport, Pennsylvania.

Night Song. For Piano. Tone Poem No. 3. By Lily T. Strickland. The Wanderer. For piano. Tone Poem No. 2. By Lily T. Strickland. The Shepherd Boy. For Piano. Tone Poem No. 1. Pastorale. By Lily T. Strickland. The John Church Co., Cincinnati, Ohio.

Theorie de la Musique et du Solfege. Livre. Rev. Soeurs de la Congregation de Notre Dame, Montreal.

Code of Building Laws. Code des Lois du Batiment. Par Alcide Chausse. Livre. Alcide Chausse, Montreal.

The Spherical Bacteria Cell, the Constructor of the Earth and Her Life. By Clara E. Speight-Humberstone. Book. Clara E. Speight-Humberstone, Newton Brook, Ont.

Methode de Stenographie Elie. Par W. Elie. Livre. William Elie, Montreal.

My Ideal. For Piano. By W. H. Hodgins, Toronto.

A Hazy Moon, xLifting of the Clouds, A Cloudy Night, Break of Day, Becalmed, Waiting, Drifting, Entrance to Pictou Harbor. Photos. William M. Munro, Pictou, Nova Scotia.

The Kingdo mof Kinkapoo. By Marie Warman. Book. Marie Warman, London.

Each Day. Song. By Will C. Macfarlane. The Month of March. Song. Words by Louise Chandler Moulton. Music by Will C. Macfarlane. Shadows. Song. Words by E. R. Foreman. Music by Perley Dunn Aldrich. My Joy of You. Song. Words by Carlton C. Fowler. Music by Florence Newell Barbour. The John Church Co., Cincinnati, Ohio.

Traveling. Son. Words by James Devins. Music by George Botsford. Jerome H. Remick & Co., New York.

Starlight. March Song. Words by Edward Madden. Music by Theodore Morse. Just a Little Rocking Chair and You. Song. Words by Bert Fitzgloon and Jack Drislane. Music by Theodore Morse. College Life. March and Two-Step. Text by Jack Drislane. Music by Henry Frantzen. F. B. Haviland Publishing Co., incorporated, New York.

Captain J. E. Bernier's Plan for the Conquest of the Pole. Book and map. Captain J. E. Bernier, Montreal.

The Driveway, Muskoka Cottage Sanatorium; Muskoka Cottage Sanatorium and Cottages. Photos. Herbert William Callichan, Gravenhurst.

Roman Catholic Buildings, Thetford Mines. L'Incendie de l'Eglise Catholique de Thetford. Mosaique. J. E. Gilchrist, Thetford Mines, Que.

Les Diamants de Kruger. Par Gaston Morelles. Livre. Z. Paquet, Quebec.

Narrative Poems. Edited with Notes. By John C. Saul, M.A. Book. Morang & Co., Limited, Toronto.

The Empire Club Speeches: Being Addresses Delivered before the Empire Club of Canada during its Session of 1904-05. Edited by J. Castell Hopkins, E.S.S. Book. The Empire Club of Canada, Toronto.

Park Club Toboggan Slide, Montreal. Photo. Thos. J. Lundrigan, Montreal.

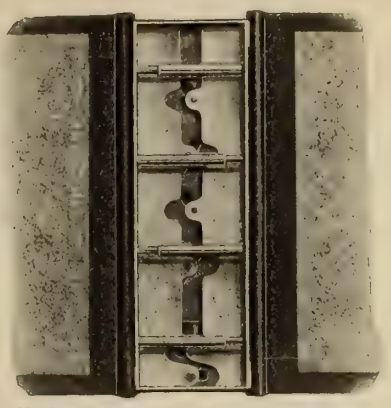
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BASE BALL GOODS ARE THE ONLY GOODS

which will enable you to get the orders, satisfy the players and make a profit.



The New 1906 Victor Special

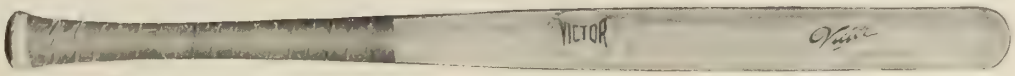
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when the mail order retailers are making their effort and now is the time to

GET AFTER THE CLUBS



New 1906 Victor Special Glove



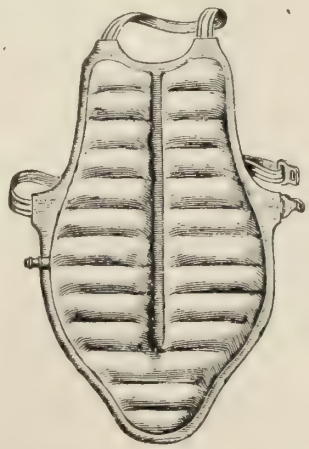


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Retail from 25c. to $1 00 each.

Our Travellers Are Taking Orders Now

OUR NEW SCHOOL BLANKS ARE BETTER THAN EVER—SEE THEM.

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How easy to claim that certain goods are the best. How few can demonstrate that they really are.

We claim "Our Line" **Typewriter Ribbons** and **Carbon Papers** is the best.

We can clearly show that it is, and it is the best from every view point.

Best in Quality, Best in Variety, Best in Keeping Your Trade, and best in Protection, as we are manufacturers for the TRADE ONLY.

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PARIS, 5 Im Passe Reille
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AMSTERDAM, Benier & Co.

VOL. XXII, No. 5 Price $1.00 per year

Bookseller and Stationer

Spring Number

MAY, 1906

The MacLean Pub. Co., Limited
MONTREAL TORONTO WINNIPEG

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Our range of new School Practice Books and Sundries is complete, and includes a variety of attractive designs such as will appeal to all school children. See them before placing orders.

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Dainty new saleable boxes are what the trade are annually searching for. We have just what is wanted and samples will be shown by our travellers shortly.

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LIMITED

Wholesale Manufacturing Stationers **TORONTO**

A "SELLING" FAME

Goodall's English Playing Cards

ARE STEADY SELLERS. THEIR FAME HAS SPREAD FAR AND WIDE

NOW IS THE TIME TO STOCK UP

GOODALL'S ENGLISH PLAYING CARDS

AMERICAN TOURIST TRADE IS ON

Many new backs this season.

All cards gilt-edged and handsomely boxed.

ORDER FROM YOUR JOBBER AT ONCE

A. O. HURST, 24 Scott St., Toronto, Canada

"Sports" Playing Cards



LACROSSE DESIGN.

THE BEST VALUE IN THE MARKET.

ONE OF MANY VARIETIES.

Leaders in a second grade — GOOD LUCK and ST. LAWRENCE.

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We are headquarters for PLAYING CARDS

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Style and finish equal to Imported Cards.

Advertising Cards of all sorts—Novel Designs.

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It Pays to Think Twice

when a customer asks for "a bottle of good ink." What you want is a ***satisfied customer.*** You insure satisfaction by giving the ***best goods.*** As to ***quality*** and ***attractiveness*** it can be proven that

CARTER'S INKS

ARE THE BEST

You can prove it yourself by selling your next customer a bottle of our

WRITING FLUID

He will come back like Oliver Twist and ask for more. The rest of the ***sixteen different kinds*** are just as good.

THE CARTER'S INK CO.

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WHOLESALE and MANUFACTURING

STATIONERS

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STOCK in EVERY DEPARTMENT

Is very complete and "Up-to-Date."

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PAPER—Every make—Writing, Bond, Linen, Ledger Printing, Cover, Tissue, Copying, etc.
Our latest "**ORIENT**" New Bond, specially good.

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Every requirement for Bank, Office or Home. Our new make **INKSTANDS** having a big sale.

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From the smallest Pass Book to the largest Ledger. Special lines "**Loose Leaf**" **and Loose Leaf Price Books. Memorandum Books**, an exceptionally complete line.

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We guarantee superiority of goods. Latest and finest make of leather—newest designs and styles.

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FOUNTAIN PENS—"Get the Best"

CREPE TISSUE, Napkins, Lunch Sets

OPHIR PENCILS—Drawing, Copying, Office.

HUNT'S Art Calendars, Cards, Pictures, etc.

FINEST YET. SAMPLES NOW SHOWING.

We endeavour to have the **MOST COMPLETE STATIONERY HOUSE** in the Dominion.

BROWN BROS., Limited, 51-53 Wellington St. W., TORONTO



SELL ON EASY PAYMENTS

You can make more money by selling Berliner Gram-o-phones and Victor Talking Machines on instalments than for cash.

A great many sales can be made on the easy-payment plan to people who are good pay, but who would be scared off by a cash transaction.

Thus you increase your **sales of machines.**

Then every time your customers come in to pay another instalment you get an opening to talk about, show off and **sell** the new Records which are issued every month.

In this way your **Sales of Records** are also much increased, and you keep in close touch with your customers.

We are presenting this month a new and exclusive feature :

EIGHT-INCH RECORDS at 40 cents

Much superior to the seven-inch, on account of the larger circles of sound waves. Twelve of these Records are being issued this month ; more will follow.

Distributors for Berliner Gramophones and Victor Talking Machines :

Nova Scotia and P. E. Island—Maritime Gram. Co.—Truro, N.S.
New Brunswick—J. & A. McMillan—St. John.
Manitoba, Alberta and Saskatchewan—Clark Bros. Co., Ltd.—Winnipeg.
British Columbia—Dyke, Evans and Callaghan—Vancouver.
Ontario and Quebec—Berliner Gram. Co.—Montreal, P.Q.
Send to nearest distributor for full lists of Instruments and Records, with terms to the trade.

The Berliner Gram-o-phone Co. of Canada, Limited
2315 St. Catherine St., MONTREAL.

To Our Friends and Prospective Customers in Canada

We beg to announce that our Mr. Cosans, a direct representative of Our House, is now in Canada, and will have pleasure in calling on the Trade with a complete set of our samples from our Fine Art, Picture Post Card, Artists' Colors and Mathematical Instrumental Departments.

Our Series of Post Cards comprise reproductions in Collotype, Color, and P.O.P. of The Walker Art Gallery, Wallace Collection, World's Greatest Pictures, Cathedrals and Churches of England, Actors and Actresses, Comic Cards, etc., etc.

We make a Specialty of Printing Local View Post Cards from your own photos—in Collotype or in Color.

The Finest Collection of Post Card Albums on the Market.

Every variety of Artists' Materials and Mathematical Instruments supplies.

Your enquiries will be much esteemed.

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His Majesty's Printers,

Great New Street, LONDON, E.C., ENGLAND

Their Home's on the Ocean Wave

Just at present, but our

SAVORY SAMPLES

OF

CALENDARS, CHRISTMAS CARDS, PICTURES AND PRIVATE CHRISTMAS GREETING CARDS

Will arrive in Toronto about ***May 15th.***

Sample Books of "Clifton," "Diamond" and "Graphic" Private Xmas Cards Now Ready

We have just made arrangements to take up the Canadian agency for

Messrs. FREDERICK A. STOKES CO., Art Publishers, NEW YORK

CALENDARS AND PICTURES

These will be shown along with our Savory Samples in all the towns and cities of Canada.

MENZIES & COMPANY

23 SCOTT STREET, TORONTO

Sole Canadian Agents E. W. SAVORY, LTD., Bristol; PERRY & CO., London; LYONS INKS, Ltd., Manchester; DORENDORFF & CO., London, England

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Temporary—Sample Room, Hotel Badminton

Post Cards

OF

every description, Post Card Albums, Post Card Racks.

Our Fine Assortment of All-Canada Post Cards Comes in a Handsome Cabinet.

View Books

OF ALL KINDS

Letter Cards, Multiple Cards, Burnt Leather Novelties

There is a big demand for All-Canada Post Cards of the right kind. We have them in Autochrome, a beautiful colored card; Collotype, the best selling black and white card made; and a new and strikingly fine card, until now unknown to America, known as the Photogloss. We sort up these three lines—800 Autochrome, and 500 Collotype and Photogloss, and put them in a handsome cabinet at $19.00 per 1,000. A cabinet double the size and holding 2,000 cards, we quote at $22.00. Every dealer in Canada should have one of these cabinets, the cards being particularly saleable, and the cabinet a handsome addition to any store.

In general lines of Post Cards, including Comics, Fancies, Actors and Actresses in dull and glazed finish; Cats; Dogs and Statuary; Life Model, plain and colored; Cameos, plain and colored, colored and jewelled; Leather Post Cards and Post Card Novelties of every description, such as Floral, Automobile, Baby Farm, Love Series, Birthday, Hunting, etc., etc., we are fully stocked. In View Cards, we have the biggest and best assortment in the country.

Wait for our traveller to show you our lines of Xmas Cards, the biggest and best, $9.00 per 1,000 up.

Send for our Catalogue and also our new Circular, to be issued immediately.

"Canada's Greatest Post Card House"

W. G. MacFARLANE

(NEW ADDRESS)
60-62 Front Street West TORONTO, ONT.

WATERMAN'S
Ideal Fountain Pen Ink Fillers and Ink



2 oz.


Size F. 4 oz.


Desk Filler



Travelers' Filler
Wood or Nickel

All good ink may be used with satisfaction in WATERMAN'S IDEAL FOUNTAIN PENS. Every Dip-no-more knows that, but mixing different inks generally results in a chemical action that unfits them for use in any fountain pen. Therefore, make it a point to carry one ink on which you can always depend.

Providing suitable ink for our own pens, we are in a position to offer a fluid that can be depended upon under all circumstances and at prices that compete with those who are not compelled by circumstances, as we are, to make one that is always perfectly uniform.

Waterman's Ideal Fountain Pen Ink

Writing—Copying

Bottled in All Different Sizes

We give special long discounts on quantity orders and ship f.o.b. from the address mentioned below.

In many instances, all things considered, our inks will be found not only better but cheaper than the ordinary.

Write for special ink circular and suggested quantity assortments.



Half Pint



Pint



Quart



Desk Fillers - with drawer at back

DESK FILLERS carry a one dozen counter display case with three dozen lots. Weight, boxed, 32 lbs.

TRAVELERS' FILLERS are furnished by the dozen with counter display case. Weight, 6 lbs.



Wood or Nickel Travelers' Fillers

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Waterman's Ideal Fountain Pens and Accessories
L. & C. Hardtmuth's Koh-I-Noor and Mephisto Pencils and Sundries

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The "MILKY-WAY" of CHRISTMAS CARDS!

Each card a star — a lucky star — forming a galaxy of brightness and beauty. Ours is a constellation that will influence the life and character of your card counter—if you will let it.



One of our "monoply" cards.

We'll have something to say about Post Cards later on. Our new factory is turning them out at the rate of 250,000 weekly.

There's no Limit to the variety of design and beauty in our cards for coming season. We've provided for every taste and have combined the ornamental and the artistic, with the result that, from our cheapest line upwards, there is a long array of dazzling delights.

Our "Celluloids"— cut out, embossed, and hand-colored, are more tempting than ever. These are in all prices and every card is a fascination. With ribbon bow, or cord and tassel. A strong feature of this season's cards is the hand coloring. The effect is far beyond ordinary color work. Don't fail to run through our sample books as soon as you can.

Our Motto Cards are in their second season. Last year's success foreshadows big demand this year. We have 8 designs—4 oblong and 4 upright (about 8 x 12). All cut out designs, floral and otherwise, with wish or motto in gilt. Suitable for New Year, Birthday or any event. Sell all the year round at five cents.

DAVIDSON BROS. LONDON ENGLAND

Agents in Canada: THE COPP, CLARK CO., Limited

C. Brandauer & Co.'s - Limited



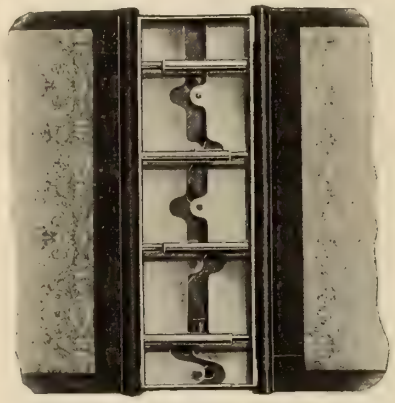
SEVEN PRIZE MEDALS.

CIRCULAR POINTED PENS

These series of Pens neither scratch nor spurt. They glide over the roughest paper with the ease of a soft lead pencil. Assorted Sample Boxes, 6d., to be obtained from all Stationers. If out of stock, send 7 stamps to the Works, BIRMINGHAM. Attention is also drawn to our Patent Anti-Blotting Pens.

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Canadian Agents: H. O. KNOWLES CO., 511 Coristine Building, MONTREAL



Mechanism of Expanding Back Ledger.

LOOSE LEAF LEDGERS

Are you interested in connecting with one of the oldest and most successful lines in the United States?

You can do the Binding there, and a few stock sizes of Metals will make many sizes of Finished Books.

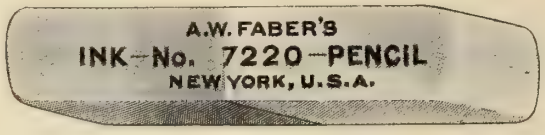
We have a special Export Proposition on the Metal Parts for our Ledgers.

NO EXPERIMENT. We are sending them to all parts of the world.

We give you the benefit of our ten years' experience in the business, and put you in position of a Manufacturer.

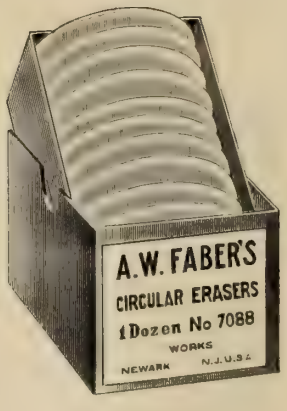
Send for our Special Export Proposition.

THE C. E. SHEPPARD CO.
Manufacturers Loose Leaf Devices
86 MAIDEN LANE, NEW YORK CITY, U.S.A.



A. W. FABER'S

Pure Rubber Bands
Rubber Erasers



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BELFAST, (IRELAND)

And in Succession to Marcus Ward & Co.

Would remind the Trade in Canada

That ***Royal Irish Linen*** is still the premier notepaper of the world.

That ***Seccotine*** is yet the ***peer*** of adhesives (and will be).

That their ***Memorial Cards*** and ***Menus*** are the newest and the ***most complete*** in their range.

That their ***Calendars,*** so universally admired, are richer in designs this year than ever.

Look out for their Representative's visit very soon.

JOHN HEATH'S PENS

JOHN HEATH'S BALTIMORE PEN

A good Pen is a good servant, and John Heath's Pens are made to serve!

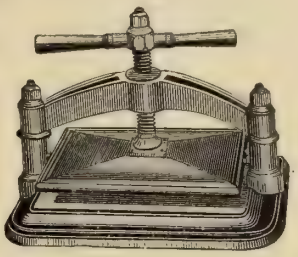
ALWAYS READY AND ALWAYS WILLING.

They were 'first' 45 years ago, and are still leading the way. British made of British Steel

Write for Sample Card.

and see which suits you best

London Agency: 8, St. Bride St., E.C.



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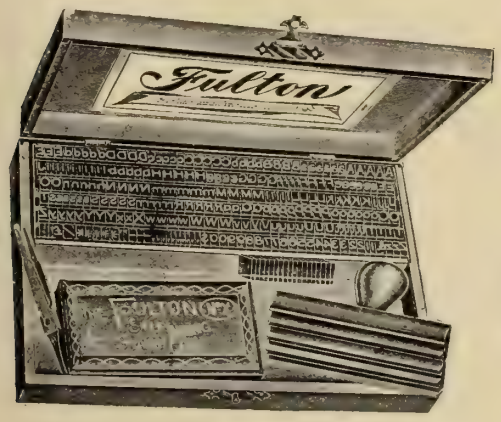
COPYING PRESSES

ALL SIZES from Quarto Post to largest Waybill.

Write the

James Smart Mfg. Co., Limited

Brockville, Ont., or Winnipeg, Man. ESTABLISHED 1854



Fulton Specialties



ought to be on the shelf of every stationer, as there is a ready demand for them, and they are sold in all parts of the world. They are profitable to handle and are used in every office or store, whether large or small, to great advantage.



The Fulton Business and Office Printing Outfits
The Fulton Movable Rubber Type
The Fulton Sign and Price Markers
The Fulton Self-Inking Stamp Pads (Patented)
The Fulton Self-Inking, Non-Blurring Pads
The Fulton Self-Inking, Quick Drying Pads
The Fulton Daters and Numberers
The Fulton Juvenile Printer's and Toy Sets

Send for Catalogues and Discount Sheet



Fulton Rubber Type, Ink & Pad Co.

128-142 Fulton St., Elizabeth, N.J., U.S.A.

Xmas Papeteries

Travellers are reporting large sales of our High-Class Papeteries for the Christmas and Holiday trade. "The finest and most beautiful collection ever produced in Canada" is the unanimous verdict everywhere they have shown them.

See them before placing orders. You will be surprised at their elegance, variety and value.

They are all made in Canada. Imported lines cannot possibly compete with them.

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Warehouse and Factory: 82-94 Spadina Ave., TORONTO

Sample Room: 54 Front St. West **Paper Mills: St. Catharines**

THE

Bookseller and Stationer

Subscription, One Dollar a Year. Single Copies, Ten Cents.

Vol. XXII. MONTREAL AND TORONTO, CANADA, MAY, 1906. No. 5.

PUBLISHERS' ANNOUNCEMENTS

Advance orders taken by the Oxford University Press for "The Doctor," by Ralph Connor, are very large.

The sale of Torrey-Alexander hymn books has reached 50,000 in Canada, according to reports furnished by the Oxford University Press.

The Musson Book Company will shortly place on the market an edition of that inimitable story, "Pigs is Pigs," by Ellis Parker Butler.

"The Way of the Gods," by John Luther Long, and "In Quest of Light," by Professor Goldwin Smith, have just been published by the Macmillan Company of Canada.

S. B. Gundy, manager of the Oxford University Press, will have ready a paper edition of "The Gambler," by Katharine Cecil Thurston, about May 20. (75 cents).

In "The Wire Tappers" Arthur Stringer, the Canadian novelist, has done some very effective work. The book will be issued this month by the Musson Book Company.

The new Norman Duncan book, called "Adventures of Billy Topsail," will be published in September by S. B. Gundy. Like "Dr. Luke," it, too, is a story of the Labrador.

"The Vine of Sibmah," a fine story of the days of the Puritans, by Dr. McPhail, of Montreal, will be ready soon. It is being published by the Macmillan Company of Canada.

About the end of May the Macmillan Company will bring out the new book by the author of "The Garden of a Commuter's Wife." It will be called "The Garden, You and I."

The Oxford Press reports that the demand for "Jackson's System of Upright Penmanship" is on the increase. This system is employed largely in New Brunswick and Nova Scotia.

Twenty-five cent paper editions of "When it Was Dark," by Guy Thorne, and "The Purple Robe," by Joseph Hocking, are being placed on the Canadian market by William Briggs.

Another novel by Le Queux will be ready early in the Summer. It will be entitled "The Woman at Kensington," and will be issued by The Copp, Clark Co. in cloth at $1.25, and paper at 75 cents.

Paper editions of "In the Brooding Wild," by Ridgwell Cullum; "The Flight of Georgiana," by Robert N. Stephens; "The Edge of Circumstance," by Edward Noble, and "Roger Trewinion," by Joseph Hocking, are now ready. (Copp, Clark).

A new dollar edition of "The Lure of the Labrador Wild," by Dillon Wallace, is announced by the Oxford Press. It is expected that the author will add new material to this edition relative to the completion of his exploration work in Labrador.

Most flattering reviews of "The Secret of Heroism," in which W. L. MacKenzie King pays a tribute to the late Henry Albert Harper, of Ottawa, have appeared in various English reviews. The Spectator gave the book a long and commendatory notice.

William Briggs has had the good fortune to secure Mrs. Humphry Ward's new story, "Fenwick's Career," for the Canadian market. It is being published early this month, an interim copyright meanwhile securing the market against outside editions.

The first edition of Ralph Connor's new book, "The Doctor," will number 25,000 copies. This figure is far in excess of that of any other first edition ever published in Canada. October 18 is the date announced for its publication by the Westminster Co.

The Copp, Clark Co. have secured the rights for a Canadian edition of Miss L. Dougall's new novel, "The Spanish Dowry." It will be published in the early Summer. Miss Dougall is the author of "Beggars All," "What Necessity Knows," etc. (Cloth, $1.25).

A second edition of Rev. T. A. Watson's brochure on "The Church of Christ" will be published this month by William Briggs. New chapters contribute a thoughtful study of the present-day movement toward organic union of some of the Protestant churches in Canada.

The new novel, on which Rev. R. E. Knowles, of Galt, has been engaged for some time, will be published about the end of August by S. B. Gundy in Canada, Fleming H. Revell Co. in the United States, and Oliphant, Anderson & Ferrier in Britain. It will be called "The Undertow."

Since our last issue the following books published by The Copp, Clark Co. have been issued: "Dearlove," by Frances Campbell; "The Heritage of the Free," by David Lyall; "The Healers," by Maarten Maartens; "The Great Refusal," by Maxwell Gray, and "Kid McGhie," by S. R. Crockett.

William Briggs has just issued "Fenwick's Career," by Mrs. Humphry Ward. A large demand is anticipated.

The Macmillan Company of Canada are delighted with the sale of "Lady Baltimore," by Owen Wister. One Toronto bookseller said he had never handled a novel that went off with such a vim.

Arrangements have been made by which The Copp, Clark Co. will publish the future works of F. M. White in Canada. Mr. White is the author of those popular books, "The Crimson Blind" and "The Weight of the Crown." His new story, "The Corner House," will be ready in the early Summer.

E. P. Oppenheim's story, announced as "The Malefactor," will be published as "Mr. Wingrave, Millionaire." Other books to be issued shortly by The Copp, Clark Co. are: "On Common Ground," by Sydney Preston; "Made in His Image," by Guy Thorne, "The Voyage of the Arrow," by T. Jenkins Hains, and "Henry Northcote," by J. C. Snaith.

"That Preposterous Will" is the title of a new story by Miss L. G. Moberley, an English writer who has achieved some fame as a writer of magazine stories. She belongs to the same class as Rosa N. Carey, but is claimed to write a better story. The book will be issued early in the Summer by The Copp, Clark Co., who will in future publish her stories in Canada.

"A Vision of Immanuel," is the title of a poem of some 120 stanzas from the pen of the Rev. John Johnstone, of Napinka, Man., published in a tasteful little volume by William Briggs. As the title suggests, the book is an effort to present in verse the life and work of Jesus Christ. The composition is said to be marked by great dignity and beauty; a really remarkable poem.

"Canadian Nationality, the Cry of Labor and Other Essays," a collection of bright and clever essays by Mr. W. Frank Hatheway, of St. John, N.B., is announced for issue by William Briggs during the present month. As the title suggests, Mr. Hatheway is an intense patriot and a keen sympathizer with the working classes. His book is well worth reading and deserves a large sale.

A new Canadian edition of "Roland Graeme, Knight," by Agnes Maule Machan, has just been published by William Briggs. This wholesome story should find its way into Sunday and day school libraries throughout the length and breadth of Canada. Like the same writer's "Marjorie's Canadian Winter," it should be read by Canadian boys and girls for long generations to come.

An innovation, being made by the Macmillan Company of Canada, is the supplying to the Canadian trade of fine illustrated editions of standard books at popular prices. These are collected into uniform series—Macmillan's Dollar Juveniles, Macmillan's Dollar Library, Macmillan's Globe Library, etc. A list of these books has just been issued. It deserves the careful consideration of all Canadian booksellers.

Rev. Canon Low's racy volume of essays or sketches, entitled "A Parson's Ponderings," is now ready and being placed on the market by William Briggs. Among the topics dealt with in the fresh, vigorous and always interesting style of the worthy canon, are theosophy, higher criticism, philosophy and the faith, the wise men of the east, etc. The chapters originally were contributed as sketches to the Toronto Week and the Ottawa Commonwealth.

A work long needed in Canada is happily being supplied by Mr. Archibald MacMurchy, at one time rector of the Collegiate Institute, Toronto, in a compact handbook of "Canadian Literature." Mr. MacMurchy treats only of English-Canadian writers and their works, but concerning these he has accumulated and presented a great deal of interesting information. The results of his research will be hailed with satisfaction by instructors in public and high schools, who long have felt the need of such a work.

Mrs. Henshaw's work on "Mountain Wild Flowers" promises to be in every respect a handsome volume. An exceptionally fine series of engravings (over one hundred in all) from photographs taken at high altitudes by the author himself, will make this one of the most attractive nature books on the market. In typography and binding also, the book will be well representative of the progress of modern art in book manufacture. Messrs. Ginn & Co., of Boston, who control the American market, regard the work as one of the best of recent works on the wild flowers. William Briggs expects to have the Canadian edition ready early in June.

Another notable work undertaken by William Briggs this Spring is a re-issue in sumptuous form of Mrs. Catharine Parr Traill's "Studies in Plant Life in Canada" The volume will contain those parts of the original work dealing with the native wild flowers, flowering shrubs and grasses. It will make a book of some 250 pages in large, clear type, and it will be embellished by eight full-page plates of flowers in their natural colors, and twelve in black and white, all reproductions of Mrs. Chamberlin's exquisite paintings. Lovers of the wild flowers will be fortunate in having this find old Canadian nature classic placed within their reach in such elegant form.

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W. L. G.



"Skiddoo," the new John Henry book, has just appeared with the imprint of The Copp, Clark Co. This firm are now Canadian publishers of all the John Henry books, including "John Henry," "'Down the Line with John Henry," "It's Up to You," "Back to the Woods," "Out For the Coin," "I Need the Money," "I'm From Missouri," "You Can Search Me," "Get Next," etc. Half a million copies of these books have been sold in Canada and the United States.

After a protracted delay in publication in England, William Briggs has at length secured the plates of Dr. Fitchett's new life of John Wesley, entitled "Wesley and His Country: A Study in Spiritual Forces," and will have the Canadian edition ready before the close of this month. A fine portrait engraving of Wesley, in meggotint, will form a frontispiece to the volume. Other illustrations show reproductions of autograph letters and pages from Wesley's journals. One's expectations are aroused by the thought of a personality such as that of the great founder of Methodism, presented by the pen that gave us such works as "Nelson and His Captains," "Deeds that Won the Empire," "How England Saved Europe," etc. It is almost certain to be the most popular of all the biographies of Wesley.

FICTION FOR SUMMER READING

IN quantity and in quality the output of novels for Spring, 1906, is quite up to the standard of past years. True, there are few outstanding productions, but at the same time there are few poor productions. The general average of merit is good, and dealers should find no difficulty in disposing of large quantities to the public.

At the time of writing the great bulk of the Spring publications are on the market. The balance will nearly all be brought out this month. This will give dealers a good opportunity to stock up for the Summer months.

The Copp, Clark Co., Limited.

A long list of fiction is provided by The Copp, Clark Co. this season. Among the favorite authors are Max Pemberton, John Oxenham, S. R. Crockett, E. P. Oppenheim and Lilian Bell, who have all written characteristic stories. Nearly all the books on the list are now out and the balance will appear this month.

SAINTS IN SOCIETY, by Mrs. Baillie-Saunders. Cloth, $1.25. The story of a man and his wife who have risen from the ranks to a high social position, showing the influence of place and power on their natures.

MY SWORD FOR LAFAYETTE, by Max Pemberton. Cloth, $1.50. Paper, 75c. A swift-moving story of the days of the American and French Revolutions, with the action passing back and forth across the Atlantic.

GIANT CIRCUMSTANCE, by John Oxenham. Cloth, $1.25. Paper, 75c. The misfortunes of a young British officer eventually turn out to his advantage. A sensible story with a warm human interest.

CAROLINA LEE, by Lilian Bell. Cloth, $1.25. Paper, 75c. A plea for the Christian Scientist. The story centres around a Southern girl who embraces its tenets.

THE HEALERS, by Maarten Maartens. Cloth, $1.25. Paper, 75c. A quaint story of a young Dutch doctor, the son of a professor, who has given his life to the study of disease germs. The son becomes interested in telepathy. The style is light and humorous.

KID McGHIE, by S. R. Crockett. Cloth, $1.25. This book introduces a character which reminds one of Clegg Kelly. The scene is laid in darkest Edinburgh, and several city missionaries are introduced.

THE CORSICAN LOVERS, by Charles Felton Pidgin. Cloth, $1.25. All the essentials for a first-rate sensational story are introduced into this tale of the vendetta. The hero saves the lady from a sad plight and carries her safely through many stirring scenes.

THE GOLDEN ARROW, by T. Jenkins Hains. Cloth, $1.25. Paper, 75c. This is another of Captain Hains' inimitable sea stories, in which piracy, storm and shipwreck are cleverly intermingled with love and romance.

ON COMMON GROUND, by Sydney Preston. Cloth, $1.25. The idyl of a gentle bachelor, who, in the pursuit of happiness, retires to a small farm and raises chickens, with unexpected results. Mr. Preston is a Canadian, author of "The Abandoned Farmer."

A DIPLOMATIC ADVENTURE, by S. Weir Mitchell. Cloth, $1. The story of a pretty woman, who seeks protection in a strange gentleman's cab, three Frenchmen and two clever young Americans, combined with diplomatic mysteries and possible duels.

IN OLD BELLAIRE, by Mary Dillon. Cloth, $1.25. Old Bellaire is a college and barracks town in Southern Pennsylvania, to which the reader is introduced just before the Civil War. It is a fresh and wholesome book.

THE GREAT REFUSAL, by Maxwell Gray. Cloth, $1.25. The fundamental injustices of the present social system are touched off in this novel very shilfully. The hero is a millionaire's son, who renounces his paternal inheritance rather than prove false to his convictions.

HENRY NORTHCOTE, by J. C. Snaith. Cloth, $1.25. This book has as its hero a poor but rising young barrister, who, after long waiting for briefs, at last dramatically seizes his opportunity and secures a verdict for his client in a very sensational trial.

Musson Book Company.

The Musson Book Company have made a careful selection of Spring fiction, with the result that every one of their books is bound to become popular. They have on their list a new Guy Thorne book, books by C. N. and A. M. Williamson and the Baroness von Hutton and a new story by the Canadian author, Arthur Stringer.

FIRST IT WAS ORDAINED, by Guy Thorne. Cloth, $1.50. The title of the book is taken from the marriage service, and its contents deal largely with the problem of the decreased birth rate. It is a most readable book, though not suitable for the young.

THE TRUTH ABOUT TOLNA, by Bertha Runkle. Cloth, $1.50. A five-sided battle-royal between three men for the hearts of two bewitching American girls. Interest is kept at a high pitch throughout.

THE WHEEL OF LIFE, by Ellen Glasgow. Cloth, $1.50. The story gives an insight into the workings of a beautiful human soul in its struggles upward towards light and freedom through the entanglements of the emotions.

LADY BETTY ACROSS THE WATER, by C. N. and A. M. Williamson. Cloth, $1.25. This is a bright and vivacious Anglo-American love story, with a very fascinating heroine, who captivates the heart of every man she meets.

KENELM'S DESIRE, by Hughes Cornell. Cloth, $1.50. This is the story of an Alaska Indian who is adopted by a white family of British Columbia. The author gives a faithful delineation of the Indian character.

PAM DECIDES, by Bettina Van Hutton. Cloth, $1.25. This is a sequel to this author's previous story, "Pam."

UNCLE WILLIAM, by Jennette Lee. Cloth, $1. The hero is an entertaining, whimsical and yet lovable character, a Nova Scotia fisherman, who relates some queer experiences.

BARBARA WINSLOW, REBEL, by Elizabeth Ellis. Cloth, $1.50. A tale of adventure founded on incidents in the Monmouth Rebellion, with a bewitching heroine, who is brought safely through many narrow escapes.

THE WIRE TAPPERS, by Arthur Stringer. Cloth, $1.50. This is the second novel by the young Canadian poet and author. It concerns the fortunes of an English girl and an electrical inventor, and has an absorbing plot. Ready April 20.

FOLLY, by Edith Rickert. Cloth, $1.50. A much-discussed novel, with a discontented woman as its heroine.

HAZEL OF HEATHERLAND, by Mabel Barnes-Grundy. Cloth, $1.50. A book with a quaint style and a classic setting. The heroine is a captivating character. Critics unite in praising this story.

A YARN OF OLD HARBOUR TOWN, by W. Clark Russell. Cloth, $1.50. This is an old-time story of the carrying off of a beautiful maiden by a gallant sea captain, a pursuit, a capture, and a subsequent reconciliation.

A MOTOR CAR DIVORCE, by Louise Closser Hale. Illustrated. Cloth, $1.25. Paper, 75c. A description of a motor tour through Europe, taken by a woman, who at first believes that after ten years of married life a woman should be free and who later changes her mind. Walter Hale's illustrations in pen, pencil and crayon add to the charm of the book.

THE SCARLET PIMPERNEL, by Baroness Orczy. Cloth, $1.25. Paper, 75c. An absorbing romance of the days of the French Revolution, telling of the daring deeds of the leader of the band of the scarlet pimpernel in saving French aristocrats from the guillotine.

A SON OF THE PEOPLE, by Baroness Orczy. Cloth, $1.25. Paper, 75c. A story by the author of "The Scarlet Pimpernel," with its scene laid in Hungary. It gives a vivid picture of the life of the Hungarian peasants.

THE MAYOR OF TROY, by A. T. Quiller-Couch. Cloth, $1.25. The scene is laid in Cornwall, where "Q" has gathered together a pleasant set of quaintly humorous characters.

THE HIGH TOBY, by H. B. Marriott-Watson. Cloth, $1.25. The adventures of Dick Ryder, the famous highwayman, told with plenty of local color.

AN OPAL SERPENT, by Fergus Hume. Cloth, $1.25. Paper, 75c. A tale of mystery written in Fergus Hume's customary style.

FENWICK'S CAREER, by Mrs. Humphry Ward. Cloth, $1.50. Paper, 75c. As in "The Marriage of William Ashe," Mrs. Ward has taken as her hero an historical personage. This time it is the great painter, George Romney. The action, however, passes in the last half of the nineteenth century.

BROKE OF COVENDEN, by J. C. Snaith. Cloth, $1.25. Paper, 75c. This is a new edition of a book first brought out in this country two years ago. It has received warm praise from the critics.



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Specimen Illustration from "Wacousta."
(William Briggs.)

William Briggs.

William Briggs' list has been completed by the acquisition of Mrs. Humphry Ward's new novel, "Fenwick's Career," which has just been published. This book rounds off a series of seven or eight novels that are all bound to be good sellers during the Summer.

COWARDICE COURT, by G. B. McCutcheon. Cloth, illustrated in colors, $1.25 net. This is a brightly written comedy with plenty of nonsense and a spice of truth. The book is attractively designed with four full-page illustrations by Harrison Fisher, and marginal designs by Theodore B. Hapgood.

The Macmillan Co., of Canada.

In Spring fiction the Macmillan Company have already issued three excellent volumes, and will shortly add a couple more to their list. The authors selected are the best known in England and America, and their work is of a high order of merit.

THE PORTREEVE, by Eden Phillpotts, cloth, $1.50, is a story of Devonshire, infused with the spirit of the moor, about which Phillpotts writes so realistically.

IF YOUTH BUT KNEW, by Agnes and Egerton Castle, cloth, $1.50, is one of the most delightful of the season's books. It is a quaint story of Central Europe in the days of Napoleon.

LADY BALTIMORE, by Owen Wister. Sloth, $1.50. This is another charming book, quite unlike "The Virginian," though none the less readable. For a criticism of it see the review page.

McLeod & Allen.

The Spring publications of this firm are now all but complete. As usual, their list includes several of the most popular works of fiction of the season. All the publications of the Bobbs-Merrill Company, which are among the cleverest American productions, are on their list, as well as the best books of Charles Scribners' Sons. With the exception of Marchmont's new novel, "By Wit of Woman," all are now ready.

KARL GRIER, by Louis Tracy. Cloth, $1.25. Paper, 75c. This widely-discussed novel delves into the speculative, and introduces a man with a sixth sense.

THE JUNGLE, by Upton Sinclair. Cloth, $1.25. Paper, 75c. A powerful novel exposing the revolting methods of the packers of Chicago. The story has aroused intense feeling in the United States.

ALTON OF SOMASCO, by Harold Bindloss. Cloth, $1.25. Paper, 75c. A genuinely good story of the struggles of a fine young British Columbia rancher against the aggressions of a conscienceless financier and promoter. It gives an excellent picture of western life.

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Lilian Bell.
Author of "Carolina Lee." (Copp, Clark.)

DOUBLE TROUBLE, by Herbert Quick. Paper, 75c. Cloth, $1.25. The strange tale of a man whose personality was transferred into another man's body. The unique situation thus created is admirably handled.

THE EDGE OF HAZARD, by George Horton. Cloth, $1.25. Paper, 75c. A romance of Japan, Manchuria and Russia, just prior to the war, introducing a young American, a beautiful Russian princess, and several other characters. It is a story of the breathlessly impossible kind.

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cul Book 5
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Bettina Van Hutton.
Author of "Pam Decides." Musson Book Co.)

JUDITH, by Grace Alexander. Cloth, $1.25. Paper, 75c. The love story of a maiden of Camden, a village on the Ohio River, and a young Methodist preacher from New England, introducing a tragedy from which both emerge safely.

THE SCARLET EMPIRE, by David M. Parry. Cloth, $1.25. Paper, 75c. A speculative novel, attempting to show into what a confusion the world would be thrown if we were to embrace the tenets of Socialism.

THE CHALLENGE, by Warren Cheney. Cloth, $1.25. Paper, 75c. This is a romance of the Russians in Alaska, novel in its conception and absorbing in its plot interest.

THE QUICKENING, by Francis Lynde. Cloth, $1.25. Paper, 75c This is the tale of the making of a man, a book with stirring incidents and deep purposes. It gives a good picture of the development of young American manhood.

THE DAY-DREAMER, by Jesse Lynch Williams. Cloth, $1.25. Paper, 75c. This is the story of "Billy Woods," a reporter, and "The Stolen Story," a yarn of particular interest to newspapermen.

THE PRISONER OF ORNITH FARM, by Francis Powell. Cloth, $1.25. Paper, 75c.

BOB AND THE GUIDES, by Mary Raymond Shipman Andrews. Cloth, $1.25. The enlivening and amusing adventures of a small boy, some grown people, and their guides in the Canadian woods.

DIVINE FIRE, by May Sinclair. Cloth, $1.25. This is one of the most talked of books of the year. The hero poet is placed in a curiously interesting environment and is drawn with a firmness of hand that has been praised in highest terms.

LUCY OF THE STARS, by Frederick Palmer. Cloth, $1.25. Paper, 75c. A story of the triumphs and

struggles of our own time, wherein politics and love, tragedy and comedy are intermingled.

THE DAWN OF A TO-MORROW, by Frances Hodgson Burnett. Cloth, $1. A touching little story of hard luck and subsequent good fortune, told in Mrs. Burnett's best style.

THE GIRL FROM TIM'S PLACE, by Charles Clark Munn. Cloth, $1.25. Paper, 75c. A romance of the New England woods, introducing a beautiful girl. A vein of New England humor brightens the pages of the book.

THE GOLDEN GREYHOUND, by Dwight Tilton. Cloth, $1.25. Paper, 75c. An up-to-date story of love, adventure and mystery, involving the fortunes of a rich young New Yorker on board an Atlantic liner.

THE WOMAN IN THE ALCOVE, by Anna Katharine Green. Cloth, $1.25. Paper, 75c. A thrilling detective story in the best style of the author of "The Leavenworth Case," "The Filagree Ball," and other sensational fiction.

H. M. Caldwell Co., Boston.

During the Summer this firm will bring out several new volumes, of which the following will be foremost numbers :

OVER THE NUTS AND WINE, by James Clarence Harvey, is a bright, catchy little volume of toasts and bon-mots. The toasts are all original and each bespeaks Mr. Harvey's gay, sparkling wit and humor. Typographically, and as to binding, the book will be most attractive with its effective cover design and borders printed in tint.

MY LADY'S POINT OF VIEW, by Adrian Iorio, is a half memory book, half diary, and is intended to cover as fully as possible the interesting points in a young girl's life from the time of her debut to the momentous occasion of her marriage. Pages with delightful border designs and appropriate illustrations in tint will be found giving place for her to write in the description of her debut, her luncheons, five o'clock teas, etc.

LOUIS' SALADS AND CHAFING DISHES, by Louis Muckensturm, is the work of three masters in the art, two of whom are head chefs at a couple of the most prominent clubs in Boston. The receipts are new and prepared purposely for this book, and the quantities given are in each case for a small number, not over three of four persons at the outside, in this way making a book for practical use so much needed by the young housekeeper.

THE JINGLE OF A JAP, by Clara Bell Thurston, is a juvenile of exceptional attractiveness to the younger child. Each page will be printed in several colors, giving perfect reproductions of the fascinating original water colored sketches, while the taking little jingles of the love of the Japanese doll for the beautiful Parisian one are sure to be great favorites in the nursery.

THE VALUE OF LOVE, by Frederic Lawrence Knowles, is an anthology similar in style to its author's previous productions, "The Value of Friendship" and "The Value of Courage." It will be printed in two colors with border designs drawn especially by Matthews, and will be tastefully bound in two styles, cloth and ooze leather.

RECOLLECTIONS OF A GOLD CURE GRADUATE, by Newton Newkirk, is bright, clever and witty from the dedication to the finish. It is uniform in size and style of binding with "The Log of the Water Wagon" and "Recollections of the Morning After," which have had such tremendous sales.

CIGARETTES IN FACTS AND FANCY, by John Bain, Jr., is an addition to the series "Tobacco in Song and Story," "Tobacco Leaves," and "Pipe and Pouch." The author has contributed many interesting and not well-known facts concerning the seductive little rolls, and the volume will be of real importance concerning the growth of the tobacco and the manufacture of cigarettes.

Poole Publishing Co.

In the publications of Harper & Bros., New York, this house has a supply of excellent fiction, which is sure of a sale every place. The Spring list contains several good numbers.

SILAS STRONG, by Irving Bacheller. Cloth, $1.25. This story of a plain American citizen is considered the best that Bacheller has yet written.

THE LONG ARM, by Samuel M. Gardenhire. Cloth, $1.25. This is a volume of detective stories, having as their central figure Le Droit Conners, a sort of American Sherlock Holmes. The stories are all well told.

THE SPOILERS, by Rex E. Beach. Cloth, $1.25. A powerful story of the Nome gold fields in Alaska, showing how a number of unprincipled men sought to deprive the prospectors of their mining claims. The interest is intense throughout.

Miscellaneous.

THE EVASION, by Eugenia B. Frothingham. Boston : Houghton, Mifflin & Co. This is a story of the idle rich. The plot turns on the cheating at a game of cards by one of the two men in love with the heroine and the evasion of a confession of guilt by the real culprit. The ending is entirely unprecedented in fiction.

THE PASSENGER FROM CALAIS, by Arthur Griffiths. Boston : L. C. Page & Co. Cloth, $1.50. The tale of an attempted abduction of a child from its father, to whom the court had given charge of it in a divorce case. Detectives and others are introduced and much excitement is worked up.

THE IDLERS, by Morley Roberts. Boston : L. C. Page & Co. Cloth, $1.50. A story of the upper classes in London, showing the dangerous influences that surround a young man with nothing to do.

HEARTS AND CREEDS, by Anna Chapin Ray. Boston : Little, Brown & Co. Cloth, $1.50. A romance of old Quebec.

THE ETERNAL SPRING, by Neith Boyce. New York: Fox, Duffield & Co. Cloth, $1.50. An interesting love story, introducing two or three characters. The hero goes to Italy a nervous wreck, despondent over a love affair. After several years he again meets the girl, but finds he does not love her and transfers his affections to her cousin.

THE WAY OF AN INDIAN, by Frederic Remington. New York : Fox, Duffield & Co. Cloth, $1.50. The life story of an Indian chief, introducing all the weird mystery that surrounds his life from the days of youth to old age.

THE LATEST CHOICE FICTION

Kid McGhie

By S. R. Crockett

Author of "*Maid Margaret,*" "*The Cherry Ribband,*" *etc.*

This is the story of the life of a little Irish boy who starts out a burglar and ends—what the "FISHER OF MEN" wishes him to be.

Cloth only, $1.25

My Sword For Lafayette

By Max Pemberton

Author of "*Mid the Thick Arrows,*" "*The Hundred Days,*" *etc.*

The characters are lifelike and the dialogue decidedly clever.

Illustrated, Cloth, $1.50; Paper, 75c.

Giant Circumstance

By John Oxenham

Author of "*Hearts in Exile,*" "*White Fire,*" *etc.*

The ever interesting record of a strong man's fight against adverse circumstances.

Illustrated in Color, Cloth, $1.50; Paper, 75c.

Dearlove

By Frances Campbell

Dearlove is the most winning, the most original and the most entertaining child in current literature.

Charming frontispiece, Cloth, $1.25; Paper, 75c.

The Great Refusal

By Maxwell Gray

Author of "*The Silence of Dean Maitland.*"

A story of modern business plutocracy interwoven with a wonderful love story.

Cloth only, $1.25

Carolina Lee

By Lilian Bell

A book dealing with the influence of Christian Science.

Cloth, $1.25; Paper, 75c.

Mr. Wingrave, Millionaire

By E. P. Oppenheim

Author of "*The Master Mummer,*" "*A Maker of History,*" *etc.*

The clever and entertaining portraiture of a man who tried to be bad and could not succeed.

Cloth, $1.25; Paper, 75c.

Loveday

By L. T. Meade

A charming story, not without its serious side.

Color Illustrations, Cloth, $1.25; Paper, 75c.

A Diplomatic Adventure

By Dr. S. Weir Mitchell

(Appeared recently as a serial in "The Century"). An amusing and absorbing narrative.

Cloth only, $1.00

The Healers

By Maartens Maartens

A clever, humorous satire on the pretentions of modern clinical experts.

Cloth, $1.25; Paper, 75c.

The Corsican Lovers

By Chas. Felton Pidgin

A thrilling story of the Vendetta, cleverly written by the popular author of "Quincy Adams Sawyer."

Cloth only, $1.50

Saints in Society

By Margaret Baillie-Saunders

Deservedly popular; over 11,000 copies sold in England within three weeks of publication.

Cloth only, $1.25

The COPP, CLARK CO. LIMITED

Publishers TORONTO

PROFITABLE CIRCULATING LIBRARY.

A NEW idea in the circulating library has resulted in the establishment of the Tabard Inn Library, which is run along lines somewhat similar to the old plan used by libraries circulating books. That part of the Tabard Inn Library which will most appeal to the bookseller is the fact that there is good profit in the undertaking for the man who has the energy to take advantage of the proposition. The library has headquarters at 596 St. Catherine street west, Montreal, but branches are rapidly being established all over the country, and those who have already taken the matter up seem to be thoroughly pleased with the beneficial results obtainable.

Through the Tabard Inn plan, a library containing twenty-five books is sold for $25, a handsome bookcase being supplied free of cost. The bookseller is supposed to obtain twenty-five members, which should be a very easy matter. Members pay $1.50 for the first book, and may exchange it at any time on payment of five cents. This plan is eminently satisfactory to readers and profitable to the bookseller. The bookseller makes a profit of $12.50 on securing his membership, and it is only a very short time until he receives in rental the full amount of his original investment. The bookseller may, if necessary, exchange his books at the head office on payment of five cents for each book. Full particulars may be obtained from the headquarters in Montreal by writing, mentioning Bookseller and Stationer.

A CANADIAN CATALOGUE READY.

A CANADIAN catalogue is being prepared by the Edinburgh house of Oliphant, Anderson & Ferrier, which should be a boon to Canadian booksellers. This firm of publishers make a specialty of religious works and high-class fiction. They are the publishers of Dr. Alexander Whyte's admirable six-volume series of "Bible Characters," and his three-volume series of "Bunyan's Characters," of which new editions are in preparation. They also publish all of Anne S. Swan's novels in two styles at 3s. 6d and 1s. 6d respectively.

Of this season's books they have issued an excellent and helpful volume for young men entitled "Spiritually Fit." This is by Albert G. Mackinnon, M.A., who belongs to an old Nova Scotian family, and is at present minister of Lochmaben, Scotland. "Prayers for School Boys and School Girls" is a neat little book of evening and morning devotion prepared by Rev. William Watson. "Voice Production and the Phonetics of Declamation," already referred to in this paper, is a guide book to the proper production of the voice by J. C. Newlands, lecturer on elocution at New College, Edinburgh.

All Canadian booksellers interested should write for Oliphant, Anderson & Ferrier's catalogue.

AN IMPORTANT PROJECT.

ONE of the most important publishing undertakings of recent years is now being undertaken simultaneously in the United States and Canada. In this country it is being carried on by the Authors' and Newspapers' Association of Canada, with McLeod & Allen, of Toronto, as exclusive selling agents. This association has made arrangements with twelve prominent authors for the publication of their next new novels under unique conditions. Each author is writing a $1.50 novel, which will be run serially first simultaneously in 100 of the leading newspapers of the United States and Canada. One novel a month will be published in this way. Immediately after each novel is run serially this way it will be brought out in regular $1.50 style, fine cloth and three ink embossing, two-color titles, four multi-color illustrations by the best artists, and a facsimile autograph page of the author's manuscript, 320 12mo. pages with printed jackets, and equal to the usual $1.50 novel. While the books will all be in the $1.50 style and with the price printed on the wrapper, the association requires that all books be sold by the booksellers at 75c. each—one half off to the public.

The authors who will contribute to the series are Robert Barr, Amelia E. Barr, E. F. Benson, Mrs. Harrison, Gertrude Atherton, Mary E. Wilkins, Eden Phillpotts, Max Pemberton, Anna K. Green, Ian Maclaren, John Oliver Hobbes and Cutcliffe Hyne. The first book to be issued will be by Robert Barr, and will be ready on June 1. It will be entitled "A Rock in the Baltic."

THE SUCCESSFUL BOOKSELLER.

HANDBOOKS for the guidance of tradesmen in almost every business have been produced at various times but seldom has a comprehensive handbook on the business of bookselling been published. This fact makes all the more valuable a volume which has just appeared in London treating in a very thorough manner the art of bookselling.

This book, aptly entitled "The Successful Bookseller," is attractively gotten up and conveniently arranged. It is divided into twenty-four chapters, each of which discusses a particular phase of the business. The great value of the book lies in its practicability. It is not theoretic in its applications of principles but every rule that is laid down is derived from actual business experience. In the course of the treatment of the subject in hand, the instruction given is personal and direct. There is little generalization; it is all particular information.

Stationery and fancy goods are included in the volume as well as books, and hints are given as to how to run a news agency and a circulating library. There are chapters devoted to advertising and to window dressing, to purchasing goods and to selling goods, to the treatment of customers and to office management. In fact, so comprehensive is the book that it would be almost impossible to name a subject that is not handled in it.

The publishers of Bookseller and Stationer have made arrangements to handle this book in Canada and any dealer desiring a copy can procure one through the MacLean Publishing Co., 10 Front street east, Toronto.

NEW EDITION OF WACOUSTA.

The Historical Publishing Company are doing good work for Canadian literature in placing on the market an edition of Major Richardson's "Waconsta," worthy of that really remarkable story. The book will be an established favorite in Canadian libraries, public and private, not only because of its absorbing interest and high literary merit, but also as a particularly good piece of book-making. No expense is being spared in adding to the attractiveness of the book. In addition to a splendid series of original illustrations in four colors, and a strikingly effective cover design, executed by Mr. Chas. W. Jeffreys, one of the cleverest of the younger school of Canadian artists, the same artist has furnished a series of illustrated chapter initials which add immensely to the appearance and interest of the volume. Following a recent fashion, Mr. Jeffreys has also designed for the book a special design for the end papers, giving it a distinctive appearance. The book will be ready about the middle of this month. We understand the demand in advance has been quite exceptional. Curiously enough, the larger number of orders, both for the trade and private parties, have come from the United States.

LADY BALTIMORE

By OWEN WISTER

Is the kind of book that appears only at long intervals

Mr. TYRRELL, the well-known Bookseller of Toronto, says—
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CHENEY, WARREN.—"The Challenge." Indianapolis: The Bobbs-Merrill Co. Toronto: McLeod & Allen. Cloth, $1.25. Paper, 75c. The scene of this pretty love story is laid in Alaska—a land but little exploited by the novelist. A community of Russian fur-trappers furnishes the stage upon which the little drama is enacted, and the mysterious forces of Nature play their part in influencing the outcome of the story. The writer has shown that human passions are the same on whatever stage they may be displayed. A loyal love enobles the youthful lives of the lovers Ivan and Motrya,; superstitious fear makes a coward of the well-born Mikhail, and vindictive hate recoils upon the head of the crafty priest.

MAARTENS, MAARTEN.—"The Healers." Toronto: The Copp, Clark Co. Cloth, $1.25. The Dutch novelist has entered on a new field in his latest work, and has introduced the reader to the company of doctors and to the study of disease. The interest centres around an idiot boy, who is an English baronet and the owner of great estates. The hero, son of an eminent Dutch bacteriologist, undertakes the task of curing the boy. Ultimately he attains a measure of success. There are a large number of secondary characters in the story, each one of whom is skilfully portrayed. The touch throughout is light and amusing.

OXENHAM, JOHN.—"Giant Circumstance." Toronto: The Copp, Clark Co. Cloth, $1.50. Oxenham has woven material for at least three stories into this book. The hero is depicted at various times as a soldier in Egypt, a philanthropist in London, and a lover in the Highlands. Despite its somewhat disjointed character, the book contains elements of greatness. Its tone is healthy. The lesson which it teaches of the ultimate blessings that follow misfortune is helpful, and the various characters that we meet are nearly all lovable.

PARRY, DAVID M.—"The Scarlet Empire." Indianapolis: The Bobbs-Merrill Co. $1.50. A remarkable book in which the case Individualism versus Socialism is put with considerable ability. The reader is transported to an imaginary fabulous community, where the theories of Socialism are put into operation and worked out to their logical conclusions. The minutest details of life are placed under State regulation, which is shown to be the natural sequence of the Federation of Labor, the fundamental axiom being: Might is right, or tyranny in its worst form. In this imaginary community cases of individual thought or leadership are regarded as a reversion to type, treated as insanity and punished as crime. The book is a strong arraignment of Socialism.

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PIDGIN, CHARLES FELTON.—"The Corsican Lovers." Toronto: The Copp, Clark Co. $1.50. A story of the Vendetta, the chief scenes of which are laid in Corsica. Two pairs of lovers divide the interest of the reader. They are befriended by a benevolent Italian countess, and an equally benevolent British admiral. A happy consummation is reached through the timely removal, under the working of the Vendetta, of all the villains, of whom there are a goodly number. The incidents are lively and the excitement often intense.

RUNKLE, BERTHA.—"The Truth About Tolna." Toronto: The Musson Book Co., Limited. $1.50. A brilliant society novel in which the reader is introduced to members of the smart set in New York. The central figure is a wonderful tenor opera singer about whom the gay world goes mad. The action is rapid, the conversations bright and racy, and the love affairs, of which there are several, after some misunderstandings finally adjust themselves to the satisfaction of everyone.

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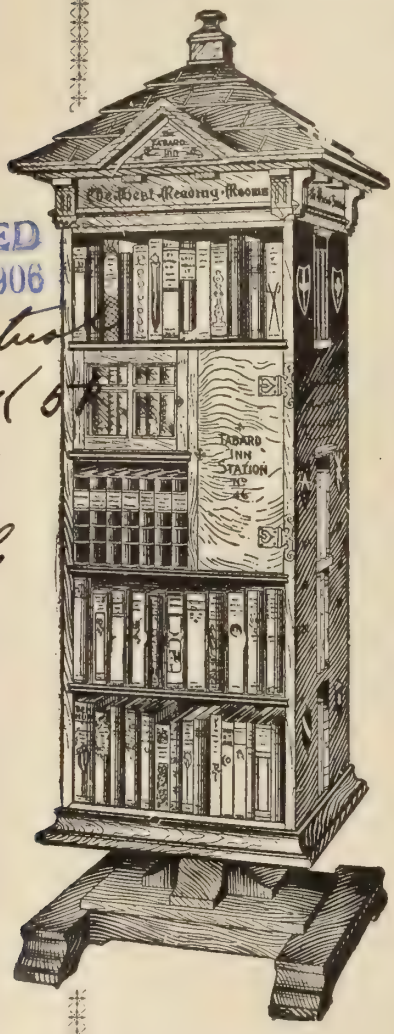
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Vol. XXII. MAY, 1906. No. 5

BACKING UP THE BOOKSELLER.

A COURSE of action, which is worthy of commendation, is being pursued by the Macmillan Company, of Canada, in their dealings with customers not engaged in the retail trade. In all cases where such customers desire to buy direct from the publishers, they are referred to the booksellers doing business in their respective localities, while at the same time the booksellers are notified that such and such books have been asked for. By thus recognizing the rights of the retail trade, the Macmillan Company have adopted a principle which should be pursued by every Canadian publisher.

It has been no easy task for the Macmillan Company to introduce this principle. University professors, librarians, and others, on learning that the company intended to establish a Canadian branch, at once concluded that it would be possible to buy books direct at a very low cost. Disappointed in their hopes, they have been forced to go to their local booksellers for the supply of their requirements. This is not calculated to give the professors, librarians and others a very kindly feeling towards the Macmillan Company.

In several cases which have already arisen, results have been most gratifying to the booksellers. The latter have come once more into a heritage, of which they were robbed many years ago. They have profited by the generosity of the publishers, and are now building up trade in a most satisfactory manner.

On the part of the retail trade there should be some show of gratitude for the services rendered. No publisher can continue such a course of action unless he is firmly backed up by those whom he benefits. The bookseller should be zealous in business, endeavoring to fulfill his functions in the highest degree. If he falls short no one can blame the publishers if they withdraw their direct support.

* * *

If you find that you do not receive Bookseller and Stationer regularly drop us a card.

* * *

ANNOUNCEMENT DATES.

COMPLAINTS have reached us recently of the manner in which publishers make their announcements of new books. Usually no indication whatever is given as to dates of publication. The bookseller is kept largely in the dark, and does not know whether to expect a new book in March or May.

Were it possible to get books through by mail or express at a reasonable cost, there would not be such cause of complaint. But, consider the case of a bookseller who sees twelve books advertised by a certain publisher in the March number of Bookseller and Stationer. He sends down an order for three copies of each book. By return express he receives the required number of copies of two of them, with the information that the others will follow as soon as published.

Now the express charges are proportionately very much larger for six copies than for thirty-six copies. By the time the thirty-six come along in dribbles, profits are considerably eaten away.

Of course it would be next thing to impossible for publishers to get out their entire list of publications simultaneously, but it would help booksellers to know with some degree of accuracy just when each book is due, and then it would be possible for them to make up sufficiently large orders to secure minimum charges for carriage.

* * *

In August we publish our Special Fall Number.

* * *

SELLING PICTURE POST CARDS.

IT is all very well for a dealer to order and stock a series of local views and sell them over his counter. By so doing he is supplying a counter demand. But let him ask himself if that counter demand represents the entire demand of his town. A little thinking will probably convince him that there is a demand latent some place else.

If, then, there exists a latent demand, it is entirely within his province to stir up this demand and satisfy it. In order to make this more explicit, let us refer to a concrete instance. A dealer in a town of some five thousand inhabitants got out a series of local views, several of which depicted beautiful scenes. Not satisfied with the sale of these over his counter, he hit about for some other channel through which to dispose of them. It chanced that the town was on a tourist route, at a point where many travelers were transferred from a train to a steamboat. There was usually a long wait before the steamboat cleared from the wharf, though not long enough

to admit of the travelers visiting the business part of the town. The dealer determined to make use of this wait. He secured the services of a bright boy, furnished him with a stock of his post cards and sent him daily to the wharf. The result surprised his expectations.

This is a concrete example of how a latent demand was called into life. There are plenty of other ways to reach the same end and every dealer should carefully study local conditions.

* * *

The terror of being thought poor has been the ruin o thousands.

* * *

AN ASSOCIATION.

EVERY few years an attempt has been made to organize the retail book and stationery trade of Canada into an association. Every time the effort has failed, as the absence of any such organization to-day testifies. But these failures are no proof that an association is not badly needed. In fact, it seems to us that they but emphasize the more strongly the necessity for organization.

The indifference of dealers throughout the country, as evidenced by their failure to attend association meetings, has been a cause of discouragement to those desirous of seeing an organization formed. But in all trades there is this same disinclination to attend meetings, and because a man fails to come to a meeting is no indication that he does not sympathize with, or will not support, the work done at the meeting.

It seems probable that another effort will shortly be made to form an association. A somewhat new plan will likely be followed in its formation which will give its members all the advantages of the association's work without the disadvantage of having to attend meetings. Further details will be announced later.

* * *

This is the largest May number we ever published.

* * *

COPYRIGHT DECISION.

IT has been finally decided by the United States Appellate Court, of Chicago, that in the case of an American publisher selling the rights of any book to an English publisher, the English edition imported into the United States cannot be reproduced. The case arose when G. W. Ogelvie and the United Dictionary Company reproduced the high school dictionary of the G. & C. Merriam Company, of Springfield, Mass., making use of a copy of the English edition published by George Bell & Sons. The provisions of the English copyright law were fully observed in the case of the English edition.

Now the American copyright law differs from the English law in that it requires a notice of copyright to be printed in each book. As the copy of the English edition secured by Ogelvie and the United Dictionary Company contained no such notice, the latter considered that they were at liberty to reproduce it. When the case was brought to trial in the District Court at Chicago, a decision was rendered favoring the Ogelvie Company, but this decision was reversed by the Appellate Court.

* * *

He is comparatively idle who might be better employed.

* * *

THE NEW YORK CONVENTION.

ON June 18, and the three following days, the National Association of Stationers and Manufacturers of the United States will assemble in annual convention in New York. The gathering gives every promise of being the most successful in the history of the organization.

We have authority to state that the presence of Canadians at the convention will be welcome. Bookseller and Stationer sent a representative to last year's meeting, and at that time regret was expressed that no other Canadians were present. New York is a most convenient place of meeting, and this year it is hoped that a good representation of Canadian interests will be found at the convention.

The educative value of such a convention as this should not be overlooked. All the brightest lights in the stationery trade of the United States will be found there, and the lessons to be learned from their experiences are not to be picked up every day.

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Complaint against fortune is often a masked apology for indolence.

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THE DAY OF THE TOURIST.

PREPARATIONS should now be matured for the reception of the Summer tourist, in those places where that individual is wont to be found during the next three or four months. After all there are not very many places in Canada where the tourist does not penetrate. If he does not stay in a particular town, he at least passes through, and from one standpoint that is nearly as good as staying there.

Of course the picture post card will be the great commodity to be dispensed in thousands to the Summer visitor. There will also be souvenirs and novelties of all sorts. The great problem will be how to attract the tourist to the store, where these goods are on sale.

It is needless to reiterate the necessity for bright window displays and for attractive interior decorations. These are essentials everywhere. But to-day the dealer must go farther. He must study the conditions. If there is a tourist hotel, he must see that a wall cabinet filled with samples of his souvenirs and cards is hung in its office. If there are steamboats calling regularly at the port, similar cabinets should be placed on board them and in the waiting-rooms. The same thing applies to the railway station.

These are merely hints. We do not pretend to give particular advice, as conditions vary from town to town. But they may serve as an inspiration to some ambitious dealer, and if so, our object is attained.

THE AUTOPEN

Self-Filler



CLOSED, READY FOR USE



OPEN, READY FOR FILLING

These illustrations represent the ***latest and most scientifically perfect*** Self-Filling Fountain Pen Made.

NOTE its simple and rigid construction, and its neat and well balanced proportions. Particular attention is directed to the ease in filling this pen. Simply unscrew barrel in centre (see cut No. 2), press metal bar while gold nib is sub merged in ink, release pressure on bulb, screw parts together tightly and pen is ready for use. When closed, it is identical in appearance with the regular fountain pen, there being no unsightly and cumbersome exterior mechanism.

All parts accurately fitted ; Chasing and Finish artistically beautiful. The quality of materials is of the same high standard maintained in our regular line of goods.

Made in Three Sizes { No. 2. Plain Black or Chased, $2.50 / No. 4. " " " " $3.50 / No. 6. " " " " $4 50

THE "AUTOMAT" FOUNTAIN PEN



To those desiring a thoroughly reliable, well made, Self-Filling Fountain Pen at ***moderate cost***, we offer our AUTOMAT.

The simple construction of this pen (as shown above) and the popular price at which it is offered should recommend it to your consideration.

Made in Two Sizes : No. 2, $1.50 ; No. 4, $2.00. Finish—Black, Full Chased

WRITE FOR QUANTITY DISCOUNTS.

SANFORD & BENNETT, 51-53 Maiden Lane, NEW YORK CITY, U.S.A.

PATENTEES AND MANUFACTURERS

Also makers of Fountain and Stylographic Pens for domestic and export use.
Special imprint work executed promptly.

STATIONERY

"MADE IN CANADA" PAPETERIES.

W. J. GAGE & CO.'S unusually attractive and artistic display of high-class papeteries and boxed papers for the 1906 Christmas trade includes a variety of textures, linen lawn and fabric finish being the most popular. These come in boxes of all shapes and sizes, the paper itself being shewn variously in four sizes—Octavo, Countess, Oxford and Royal. In several instances assorted sizes are to be had, one of the upright boxes containing three sizes, Royal, Oxford and Countess. It is a very excellent selection of paper.

Making first choice at random, here is a lovely oblong box in plain pale blue, with two dainty flower sprays in lavender and green at opposite corners, the filler of fabric finish being shewn in two colors, white or azure, the envelopes having the wallet flap. The same contents in white, azure or grey come also in fancy paper with medallion, the floral design being a dainty one in pink and green on a pale crepe ground.

A distinctly new design for 1906 is an upright box in two sizes, the larger showing mistletoe, holly, and yew on white and other colored grounds, with filler of linen finish in three sizes, Royal, Oxford and Countess, the two larger sized envelopes having wallet flaps, those of the third size being pointed. The smaller upright box shows a very dainty Colonial design in figures and flowers on a silver ground, the paper and envelopes being similar to the two smaller sizes in the larger box.

Fabric finish in Oxford size, white and azure, is shewn again in an oblong box with medallion on fancy paper—mistletoe, yew and holly on white ground. A neat box of the same linen shows a dainty hand-painted spray of flowers on a plain, pale grey ground, with filler in white and azure. The same paper in three colors comes also in a pure white oblong box with a handsome embossed cover design of three bright blue pansies; and, again, in larger size, in a box with photograph and dark blue and silver flowers, embossed. Another very dainty thing is an embossed shamrock on gold, with wreath and chains of blue forget-me-nots, on pale grey, the filler of linen lawn being shown in white, grey or azure.

One of the most attractive boxes is that with three drawers, one for the paper in white or azure, and two for the envelopes, which have wallet flaps. The design is a very beautiful broken wreath of purple violets and smilax on silver ground, while similar to this, but having only two drawers, is another box of the same linen, the cover design being white and pink carnations with smilax.

An attractive oblong box of linen-finished paper in white or azure is shown in a handsome cover of lilies-of-the-valley on a rich red and gold ground, while still another comes in a tasteful cover design of small heliotrope flowers in clusters, on a pale ground, with sash and bow of silk ribbon to match, the paper being a size larger, or Royal, in white and azure, the envelopes still having the popular wallet flap. The same paper is shown again in the three popular colors in a handsome oblong box, the cover design being a draped figure and irises embossed on plain tinted ground, while another handsome box shows an onyx design with figures beautifully tinted and embossed. The paper may be had in white or azure, in Oxford size.

Perhaps the handsomest of all is a broad, oblong box of fabric finish paper, the cover design being of fancy paper in several shades of green and pale purple, resembling onyx, with spray of fruit and leaves. Assorted sizes, Oxford and visiting card, of the same linen come also in an attractive long, flat box with heliotrope and white flowers on a crimson ground, with heliotrope silk sash and bow.

A very artistic series includes two glove boxes, the largest being a beautiful cherry blossom design in white shaded with mauve, on a pale green and gold ground. These contain Crane's papers, linen lawn and kid finish. The second box shews the same floral design differently colored, but quite as beautiful, while the third comes in a very attractive design in lilies-of-the-valley in white, green and gold, on a pale tinted ground. The paper in this is Crane's linen lawn; in the second box kid finish, and in the first, Crane's thin linen lawn, white or bluite.

A dainty onyx paper, in an onyx cover with embossed medallion in pale heliotrope, comes in two sizes, Oxford and Royal. A neat octavo box of fabric finish has a cover design embossed on tinted eggshell paper, with gold decorations, while another dainty little box shows an artistic Saxony linen trade-mark design in green and gold, the paper being linen lawn in white or blue, (azure).

Fabric linen, in the two colors, white and azure, is shown in a cover design of purple violets on a white ground, as well as in a long, flat box, under cover of purple poppies and picture on a cloud-tinted ground, and also under cover of holly, yew, and mistletoe on a crimson ground.

A distinctly Canadian conceit, and one which is likely to prove very popular, is the Maple Leaf linen. Held to the light, this paper shows the most dainty little maple leaves, delicately water-marked, in the linen. It comes in an oblong box, with white figure embossed on black edge, with gold on a white eggshell ground.

SCHOOL BLANKS.

OF the many new designs in exercise and work book covers shown by W. J. Gage & Co., it would be difficult to judge which will become the most popular. A bright one in red, white and green, called "In Clover," represents a little girl sitting in a clover field with white rabbits round her. Another has the head of a cat called "Patty," on the front, with a St. Bernard dog's head on the back. A foxhound's head is shown on the front of another, with the heads of two horses on the back, while other cover designs include the head of a lion, a tiger, a moose, and a buffalo.

Two neat conventional designs show a green and red banner, and a red carnation design on plum-colored ground. There is also a patriotic picture on another, "Britannia Rules the Waves," which represents two little boys with drum and other musical instrument celebrating; a Union Jack is afloat in the breeze near where several toy boats lie on the stream. This will doubtless prove a very popular cover picture among boys.

Another design is called "Springtime," and shews a maiden bearing a branch of cherry blossoms along a country pathway over a hill.

"The Little Haymaker," a child with rustic hat, which she is about to lift from her golden curls, a cheery, smiling face, bare arms, gingham pinafore, and rake with clover blossoms entangled in it, against a background of hay-fields, will probably become most popular among the girls, while "Young Fisherman," and "Camping," will prove to be rivals among the boys. The "Young Fisherman," barefooted, and carrying his rod over his shoulder, and three fine perch at his side,

will undoubtedly cause many a boy to hark back to happy holiday hours.

"Camping" will appeal to older persons as well as to children; the red glow of the camp fire, and the green of the forest in the background, with a setter in the foreground, being reminiscent of Summer outings.

"Comrades," a boy with sleigh and dog; and "Companions," a girl with her favorite kitten in her arms, are certain to be very popular with the boys and girls. The designs are artistic and the color work gives them a very attractive and handsome appearance.

NEW SCRIBBLER DESIGNS.

SEVERAL important additions have been made to the series of scribblers manufactured by The Copp, Clark Co., which will keep this line well to the front during the coming season. An inspection of samples of the cover designs was afforded Bookseller and Stationer the other day, and a new idea was gained of the resources of this firm, which can produce such an extensive range of entirely new goods in so short a time.

Probably the most novel covers are the Old English Oak, the Lizard Skin, and the nameless basket pattern cover. The latter represents with much exactitude the weave of a basket pattern. A tag is attached on which the owner can write his or her name and address. The Old English Oak cover represents a polished oak board, showing the grain of the wood. The lettering is Old English, in keeping with the general scheme. The Lizard Skin is a facsimile of that kind of leather.

A group of richly colored lithographed designs are the Laughing Water, the Voyageur and the Bedouin. Laughing Water is an Indian maiden, paddling a canoe filled with water lilies. She is the centre of a pretty natural scene. The Voyageur shows two Indians in a canoe, with wild ducks flying in the foreground. The Bedouin depicts an Arab riding on a fiery steed. The color work in all three is excellent. On the back of each is reproduced Frederick George Scott's "Hymn of Empire."

A novelty is a series of eight Famous Canadian covers. The design is similar on all, but on the inside of the cover are printed comprehensive biographies of eight noted men and women, viz.: Champlain, Jaques, Wolfe, Carleton, Vancouver, MacKenzie, Laura Secord and Tecumseh. This idea is an innovation.

The Polka Dot cover is a strikingly simple design in red and blue with white spots. The title appears in red and blue letters, respectively, on a white ground.

The Classic is a burnt wood design with a girl student's head as its central feature. Wild Life and Pond Lilies are two pretty covers, the first showing a bear's head a la Seton Thompson, the second a formal design in green and white.

NEW SCHOOL GOODS.

A COMPLETE new series of school practice books, including exercise books, scribblers, note books, collegiate books, and advanced manuscript books, are being placed in the hands of their travelers by Warwick Bros. & Rutter, Limited. Orders are being booked for Summer delivery so that the trade will be amply assured of receiving their supplies in good time for the September school opening.

Among the new designs which are being shown this year several stand out prominently. "Evangeline," "The Willow," "Home Studies" and "Nymphae" are new colored effects in the crown 4to size, and cannot but appeal to the scholar.

In the quieter styles were noticed "The Princess," "La Petite," "Python," and other names, which are printed on covers of a softer nature. These will be especially attractive for the senior classes.

Other new numbers include "Motoring," "Ye Old School Days," etc., while such of the old favorites as "Buster Brown," "Rob Roy," "The Snowball," "The Student's Manuscript," etc., will not be discontinued.

Altogether, the range includes every size and style of book, which the long experience of this house in catering to the school trade places them in a position to supply.

In the note book series there are some fifteen different sizes and kinds of books, at varying prices.

In 4to books for collegiate and high school work, the line appears to contain variety enough to answer every purpose; from the ordinary exercise book to retail at 5c., to books as high as 50c. each. This complete series is well worth giving consideration.

PENCILS.

The Brown Brothers, Limited, report that the demand is increasing steadily for their Ophir pencils. This line is a golden-finished, hand-polished pencil, containing pure graphite, thus insuring clean erasing qualities, which is impossible with many of the pencils now on the market. Ophir pencils can be had in all the popular grades, also copying.

Another new line in pencils which the Brown Brothers are offering to the trade is their ledger pencil, which, as is claimed for it, "erases clean." This pencil is of a special grade, No. 2½, just midway between an H and HB, and is designed specially for marking memos in account books, which it is desirable to have perfectly legible while not too black, also to admit of being erased perfectly clean.

These lines of pencils ought to appeal to the stationers, for, while they are strictly high-grade, they are made to sell at $6 per gross, leaving a handsome margin of profit for the dealer.

THE ROTARY CO'S CATALOGUE.

The Rotary Photographic Co., Limited, the post card publishers of 12 New Union street, London, England, have gotten out a most comprehensive catalogue of their various productions. This compilation runs to 48 pages, and, of course, the variety of pictorial cards with which it deals is very extensive. Its simplicity of arrangement makes it easy to pick out the best features and the lines that are most likely to appeal to purchasers. Their selection of crowned heads and royalty is very extensive, and a glance through the columns of celebrities, whether attached to the military, legal, musical or literary profession, seems to bring to notice almost all the most noted men and women connected therewith. Page after page is devoted to actors and actresses, depicted in private life as well as in their stage costumes. The Rotary Photographic Co., Limited, have extensive works at West Drayton, where they turn out cards in black and white matt effect, brown glossy effect, aluminum bromides, etc., in very large quantities. They are now pushing their "Giant Series" of cards. These, although they cannot be used as post cards, are after the same style. They are glossy brown productions, measuring 10 by 5½ inches, and published at sixpence. They make excellent pictures when framed. The "Rotary" catalogue is free to those mentioning Bookseller and Stationer.

LONDON NEW YORK PARIS BERLIN

CANADIAN BRANCH

ST. ANTOINE ST. (Cor. St. Genevieve), MONTREAL

Raphael Tuck & Sons Co., Ltd.

would bring to the notice of the Trade the following Special Lines now being shown by their representatives throughout the Dominion:

Post Cards

Thousands of designs, embracing the following divisions:

Views of English Cities
" " American Cities
Landscapes
Marine Studies
Flowers
Animals
Actresses
Humorous Subjects
Famous Cities of the World
Rough Seas
Gems of Art
Celebrated Pictures

Christmas Post Cards

100 sets Holly, Santa Claus, Winter Landscapes, etc., embossed in gold with appropriate greetings.

Christmas Cards

Thousands of beautiful new designs in color and black and white.

Special attention is called to our justly celebrated *"Gem Pendant Series."*

Celluloid Christmas Cards

in a great variety of designs and sizes, with appropriate mottoes embossed, each in a box.

Boxed Christmas Cards

Containing from 6 to 10 autograph cards with insert tied with ribbon.
100 different varieties.

Private Greeting Cards

We supply the sample book free, carry the blank cards in stock and print as your orders reach us. Orders are delivered free and a liberal discount allowed off retail prices quoted in book.

Calendars

An enormous range of designs and prices.
Drop Calendars
Leaflet Calendars
Standing Figures
Passe Partout Series
Rag Time Series
Desk Calendars
Scriptural Calendars
Photogravures, plain and hand colored.

CATALOGUES AND PRICE LISTS UPON APPLICATION

CALENDARS AND CHRISTMAS CARDS

SPLENDID DISPLAY OF CALENDARS.

AT the rear of The Copp, Clark Company's big showroom, on the ground floor of their Front street warehouse, is to be seen one of the most splendid displays of calendars ever exhibited in Toronto. The lines of several noted English and American publishers, besides the very creditable productions of The Copp, Clark Company themselves, are on view, making in combination a glow of color and beauty most pleasing to the eye. The visitor is first attracted by the showing of the Campbell Art Company. Of these there are no fewer than 282 different subjects, comprised in a series of 43 different styles of calendar. Many show beautiful natural scenes of wood and shore, mountain and river, exquisitely reproduced. Others have as central themes fair women's and children's heads. In fact artists have wrought in many fields to gather together the collection of fine pictures in this firm's collection. While referring to the line mention should be made of the now famous picture, "Hear My Dolly's Prayers," which is shown in brown and color.

An extensive showing is made of the goods of the Art Litho Company, numbering 116 different designs. It would be impossible in this brief space to make any particular references to special lines, but a word of praise may be expressed for the whole list. The variety is immense, but even the lowest-priced calendar shows careful preparation. The range of prices runs all the way from 10c. to $3.

A novelty that attracted the eye was a set of post card mounts. The cover contains a circular or oval opening, which frames the card that is inserted inside. There are seven designs, selling at four different prices, and all are prettily decorated.

RETURNED
MAY 11 1906



Picture Books in Winter—By Jessie Wilcox Smith.
(Charles Scribner's Sons.)

The novelty scratcher calendars are again to the fore in large variety. There is the usual witty saying in keeping with the design. Some of the calendars have cases and all have match holders. The imitation burnt leather is the favorite style. In all there are 45 different pieces.

Block calendars are still favorites, and The Copp, Clark Co. show 22 different designs. They have, as usual, Shakespeare, Tennyson ans Dickens calendars, with appropriate quotations from each one of them for every day of the year, as well as a large number of miscellaneous calendars.



RETURNED
MAY 11 1906
To Answer
Cut Book 5-0
page 31
W.S.C.

Shipmates—By Harrison Fisher.
(Charles Scribner's Sons)

A nice idea for a lady's desk is the engagement calendar, consisting of twelve leaves, one for each month of the year, and each containing a space for each day, in which engagements can be written down. Of a similar nature is the desk calendar pad, with a leaf for every day, on which engagements for the different hours can be set down.

For the lady who indulges in fancy work, little art calendar pads are always a necessity. The Copp, Clark Co. have five different designs in four sizes.

The splendid art publications of Chas. Scribners' Sons are included in the display. They scarcely need an introduction to the Canadian trade, as the works of such celebrated artists as Harrison Fisher, Howard Chandler Christy, Charles Dana Gibson, Maxfield Parrish, etc., are known to everybody. All the drawings of these artists are beautifully reproduced and mounted. There are in all 65 different subjects, each characteristic of the artist who produced it.

Of the Canadian productions of The Copp, Clark Co. mention might well be made of the maple leaf calendar, the maple leaf drop, and the crescent drop, each prettily colored and characteristic of Canada.

Last comes a series of 42 different designs in lithographed calendars, which exhibit all the richness for which this process is noted. The designs are choice and new.

The Poole Publishing Company, Toronto, will shortly bring out a Canadian edition of Rex E. Beach's Alaskan novel, "The Spoilers."

Designed by Canadian, English and American Artists

See the roll call on the other side.

The Copp Clark Co., Limited

64-66 Front Street West

Experience, blended with originality and the needed manufacturing equipment, long since put our Exercise Books and Scribblers where they belong---at the head !

Quality in the books, as well as snap and merit in the cover, has won out.

Travellers are now out making engagements.

Write for a date.

Polka Dot

Classic

Basket

Pond Lilies

Wild Life

Voyageur

Lizard

Laughing Water

Bedouin

Student Days

and

Old English Oak

Produced by Canadian Workmen for Canadian Children

CHRISTMAS CALENDARS.

WARWICK BROS. & RUTTER, LIMITED, have just placed in the hands of their salesmen a very large and complete set of samples of calendars, cards, booklets, gift books, toy books, and novelties, for the holiday trade. Several manufacturers are represented in these samples. Especially prominent stand out a series of hand-decorated art calendars. These goods are exquisitely finished, and the rich, artistic effects could only be produced by hand work. This particular series includes one hundred numbers, to retail from 25c. up to $5 each. These goods are from a manufacturer who makes a specialty of this high-grade hand-color work, this being the first season that they have marketed a line of calendars for Christmas trade. Goods will be delivered in ample time for every demand, and undoubtedly the orders for this range will be exceptionally heavy.

One of the most promising features for the Christmas season of 1906, that will interest the stationery trade, will be a series of especially designed Canadian calendars, which are being made by Warwick Bros. & Rutter, Limited. These consist of some ten different styles, and any view desired can be printed on these goods in colors. Warwick Bros. & Rutter, Limited, report that the sale of their special souvenir calendar last season was eminently satisfactory, and the outlook for the sale of these special lines, which are of great interest as applying particularly to Canada, is exceedingly bright for the coming season.

This house has been appointed general selling agents for Canada for the series of calendars, booklets, gift books, toy books, etc., published by the firms of Ernest Nister & Co. and E. P. Dutton & Co. The great majority of the Canadian trade are familiar with the style of goods published by these people, and their workmanship is the equal of anything in the world. No doubt the trade will appreciate the privilege of being able to procure these goods from a local house, and complete samples of their this season's full range will be displayed by the salesmen from Warwick Bros. & Rutter, Limited, during the next few weeks.

CALENDARS AND CARDS FROM BELFAST.

THROUGH the courtesy of the Belfast house of McCaw, Stevenson & Orr, Limited, Bookseller and Stationer has been shown samples of many of the new block and leaf calendars, memorial cards, and novelties for 1907, that are now being submitted to buyers by Mr. Hector Prenter, who has succeeded the late William McPherson in the Canadian agency.

In one-leaf-a-day block calendars, there are this year some 18 designs in what is known in Great Britain as the 8s. 6d line. Many of these are in continuation of the familiar "Marcus Ward" glazed litho series, with scenes from Shakespeare, Tennyson, Dickens, etc. The designs this season are very attractive, notably that of the Dickens' calendar, with a David Copperfield illustration. Others in this series have floral decoration, or are in dark matt boards with gilt ornamentation and mezzotint medallion. Scripture calendars are included, as well as quotations from all the celebrated authors. Next comes a short run of art panel shape calendars, decorated with children's heads, which are known as the 7s. 6d line, followed by a long run of 4s. 3d calendars, somewhat similar to the 8s. 6d line, but in reduced size. There are several cheaper lines of monthly calendars, and attention is also drawn to the fact that the daily-leaf blocks are sold apart from the calendars to any who wish the order that way.

The "leaf" calendars seem more beautiful than ever, conspicuous among them being "The Seasons" (with stencil decoration), "The Playgoers," and "Fair Children." These have three months to a leaf. There are besides many beautiful designs introducing pastoral scenery and scenes from childhood. A very bright idea is the "Children's Games" calendar, made up in clever imitation of school slate with sponge on cord. The popularity of Dutch decoration is reflected in the "Katwyk" calendar, which has for its decorative theme Dutch tiles in blue. Several dozen patterns of purse and pocket calendars are also shown. Several of these are bound in limp leather, and contain information as to holidays, festivals, and a record of the chief dates in history.

The new memorial cards are in distinct advance upon anything that has previously been published. The old idea of a memorial card was a thing of sombre and lugubrious design, which, with many people, caused a revulsion of feeling when used in reminiscence of a friend. McCaw, Stevenson & Orr are to be commended for having approached the subject from a more refined aspect, and amongst the present samples will be found many chaste and beautiful designs, some with tasty floral decorations, others in quiet classical designs. J39, 40, 41, with J$1, 12, 13, 14, with light etched designs and deckle edge, are distinctly the best in the collection.

REPRESENT STOKES IN CANADA.

Menzies & Company, Toronto, have secured the Canadian agency for the art productions of F. A. Stokes & Company, New York, and will in future carry their line in conjunction with the Savory line. The combination gives them control of some of the finest work of English and American artists, and should certainly mean a great increase of business for them.

BOXED CHRISTMAS CARDS.

BOXED cards will be the popular thing this Christmas and The Copp Clark Co have a large assortment to meet all requirements. In Castell's autographic boxed cards they show 41 different boxes, filled with assorted cards and envelopes to match. In Hills' "For the Empire" line, they have 16 different boxes.

In assorted boxes of the ordinary Christmas cards, they show 26 different styles, with a varied number in each box. They also have eight different packages of cards containing from six to fifty cards.

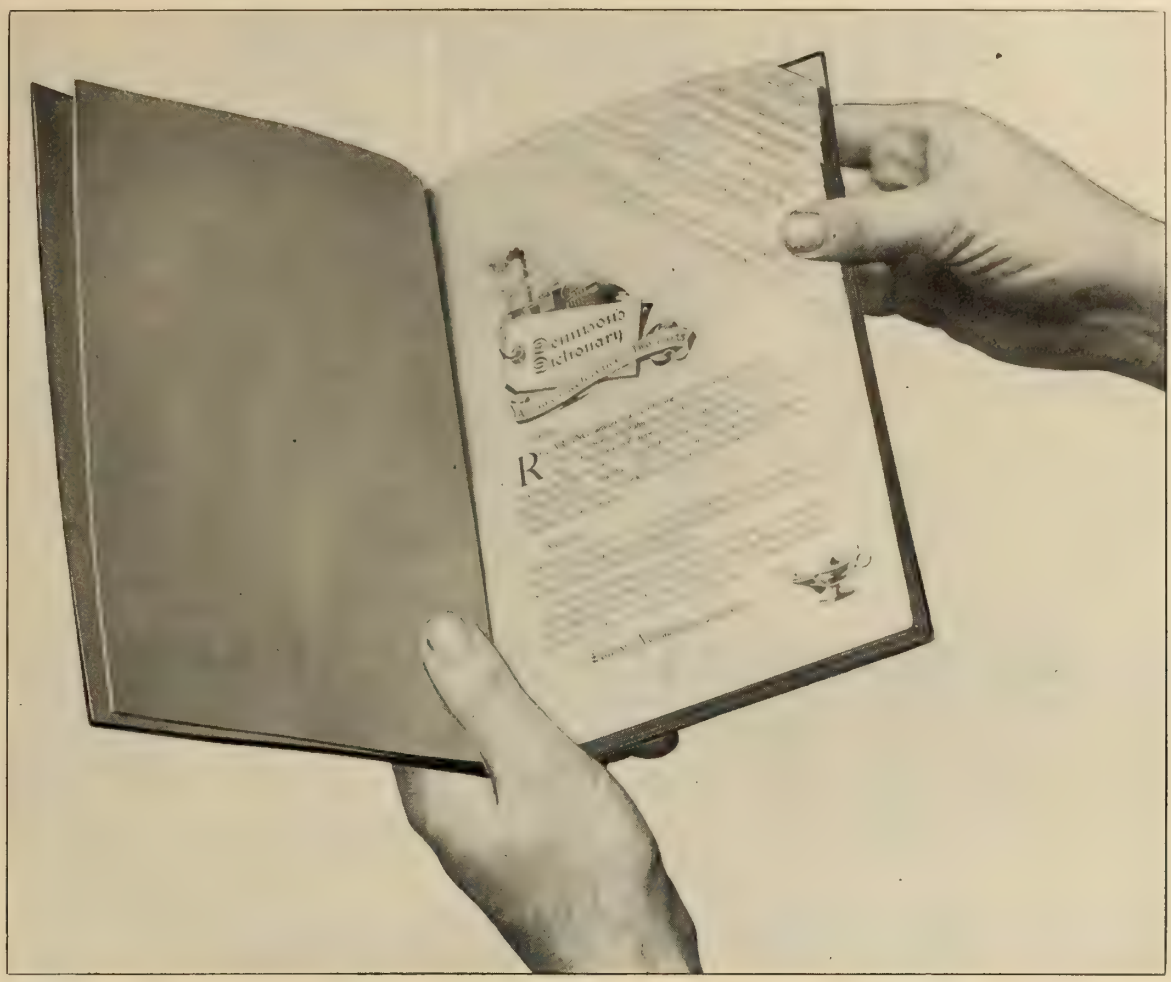
While referring to boxed cards, mention might be made of the boxes shown filled with pretty tags, suitable for tying to Christmas presents. These come 12 in a box.

"FOR THE EMPIRE" CARDS.

Hills' series of "For the Empire" cards has been augmented by the addition of a large number of special Canadian cards. The maple leaf and the sheaf of wheat are to be found in many of them, with the beaver and other Canadian emblems. Dominion and provincial coats of arms are also employed extensively. In scenic cards there are views of the Rocky Mountains and Niagara Falls. These cards are unique and a strong demand for them can be counted on. A full stock of all designs is carried by The Copp, Clark Co. The cards can also be used for private greeting purposes.

Hills & Co., Limited, also produce an extensive range of art calendars. Among them the Grand Slam, showing four card-playing scenes, is bound to be popular.

Nine assorted sizes of envelopes are to be found in a special box containing five hundred envelopes put up by The Copp, Clark Co. These will be found very useful for Christmas cards.



Another Dennison Development

¶ The latest creation from the house of Dennison is Dennison's Dictionary—a book of 17 departments, 232 pages and 460 illustrations. It is pronounced the most remarkable book ever issued for creating more business. An unusual method of indexing directs the reader right to the article desired, for every one of the thousand home and business needs that Dennison supplies. It presents new ideas, original suggestions, hundreds of unusual ways of using Dennison materials.

¶ The illustrations are superbly done in colors; the descriptions are alive with interest. Every page teems with new reasons why the reader should ask for Dennison's goods.

¶ Dennison's Dictionary is part of the Dennison advertising campaign. It is an expensive book, yet we are distributing it broadcast that you may do more business. Are you ready to reap the harvest?

¶ Every stationer owes it to himself to send for complimentary copy of Dennison's Dictionary. It is truly a revelation in business possibilities. Shall we send you one to-day, prepaid?

Dennison Manufacturing Co.

The Tag Makers

BOSTON, 26 Franklin St.
CHICAGO, 128 Franklin St.
NEW YORK, 15 John St.
MONTREAL, Coristine Bldg.
PHILADELPHIA, 1007 Chestnut St.
ST. LOUIS, 413 North Fourth St.

XMAS CALENDARS

CANADIAN VIEW CALENDARS

We have designed a series of Calendars on which we can print in colors views of any town or city. We are confident these goods will be the most successful numbers among all holiday lines.

HAND DECORATED CALENDARS

A new feature, one hundred styles exquisitely colored effects, also sepia and silver prints, the most artistic range of Xmas goods shown.

E. P. DUTTON & CO.

Gift Books, Toy Books, Calendars, Cards, Motto Cards, Novelties, etc.

MISCH & CO.

Fancy Drop and other Calendars, Christmas Cards and Novelties.

Samples will be complete and in hands of travellers in a few days.

Warwick Bros. & Rutter

Limited

Manufacturing and Importing Stationers

-

Toronto

OUR LONDON LETTER

Office of BOOKSELLER AND STATIONER,
88 Fleet St. E.C.,
April 20, 1906.

THE position of the pictorial post card in England is particularly interesting at the moment, more especially to Canadians, who are even now enjoying a "rage" for cards, such as that from which the trade over here is just emerging. May the post card be regarded as a staple line for stationers? It has had a long, prosperous run of unprecedented popularity, and to those who have handled it, it has proved a greater source of wealth than any other stationery line. But it is not the novelty it used to be. The public are wearying of investing their money in actresses and celebrities, and publishers are finding it grow more and more difficult to invent fresh methods of appealing to the taste of the people. It would seem that the time is nigh when the small post card publisher, who has neither the ingenuity nor the means to cater to the demands of those who have tired of the "ordinary stuff," must find himself in an unenviable position. The big houses, however, whose large staff, financial stability and consequent high-grade resources, enable them to hold the attention of post card buyers, are convinced that a very sound and extensive field for the pictorial post card, wherein artistic excellence and good taste are combined, will always exist.

If, then, only the better productions are destined to survive, it is clear that a great deal has yet to be done in the matter of expurgating and weeding out a vast number of indecent and suggestive port cards, which have more or less lately become a prominent part of the English stationer's stock. A movement against such objectionable matter has been gathering force for some while back, and it is good to see that such powers as the editor of the Picture Post Card, and the publishers of the Daily Chronicle, have launched into strong editorials on the subject. It is a shame that stationers should trade on the weakness of human nature; it is a shame, too, that so many English actresses should allow themselves to be photographed under the circumstances which tend to lower the status of the acting profession. There may be some little satisfaction in knowing that these undesirable cards are the fruits, in almost all cases, of continental "ingenuity." The police, by the way, are not idle.

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Delittle, Fenwick & Co., the celebrated publishers of the "Defco" cards, have lately located in the metropolis. It is noticeable how all the leading provincial post card concerns are taking offices in London. The possibilities must be very great in this centre.

* * *

The publishing business pushes along with quiet determination. New books have not been over-plentiful, although one or two deserve some notice. In "Kid McGhie," that most charming of authors, S. R. Crockett, has struck a new theme, a character study, wherein his creative genius is found at its best. In "My Sword for Lafayette," a thrilling tale of the French Revolution, Max Pemberton has added one more to his long list of fiction. "The Jungle," by Upton Sinclair, has been brought violently before the notice of the reading public by a column of review in the ha'penny press, headed "Hell With the Lid Off." It deals with life in Chicago, chiefly in connection with the beef trust. If the narrative is a true picture, as it claims to be, that American city ought to be absolutely wiped from the face of the earth. In contrast to this view of American life, we have a view of English life by Mrs. John Lane, an American. The book is good reading, and she is merciful.

* * *

That veteran publisher, Mr. Edward Marston, has somewhat shocked some of his confreres by expressing his opinion that the 6s. novel, like its three-volume predecessor, will soon be a thing of the past, and that, ere long, fiction will find its home in newspapers and periodicals, to bud out later on in superb bindings at 1s. per copy. To which prophesy there will likely be many "ayes" and "nays." It certainly is a very knotty point of discussion, and the pros and cons are many. Can the average man's purse afford to expend 6s. on new novels, or is the sale restricted to the fewer book enthusiasts and circulating libraries?

* * *

The Bishop of London touched upon the point quite recently at a gathering of members of the Booksellers' Institution, when, with apologies, he declared that he did not expend more than £30 a year on new books. Many a London bookseller, through the medium of the press, sighed for a few clients of the purchasing capacity of his lordship. The conclusion arrived at, with some objectors, was that out of incomes of between £200 and £300 the average amount spent on literature is about £5 a year. The man of small means naturally places all his money with the publishers of daily newspapers, going, no doubt, to the public libraries for his heavier literature. On the whole, one is inclined to think that publishers generally have still to take to heart an economic fact, that the cheaper an article is the more it sells.

* * *

Mr. Marston's reference to bindings recalls the fact that publishers have discovered gold mines in the production of choice and pretty re-prints of the old classics. There is a great demand for re-prints just now.

* * *

Some books and manuscripts of more than ordinary interest have lately changed hands at the famous London auction rooms of Messrs. Sotheby's. A first edition, 1819, of Daniel Defoe's "Robinson Crusoe," fetched £108; a 1680 edition of "The Pilgrim's Progress," £101 and a poem in autograph of Burns' "Mary in Heaven," £152. Ben Jonson's Bible, bearing his autograph on the back, also made a good figure.

* * *

The Post Master General has apparently inherited his various predecessors' inability to see the desirability of granting a cheaper rate of postage on periodicals to the colonies. So Canada must continue to suffer from a famine in English periodical literature, whilst United States reading matter, backed by United States advertisements, are scattered broadcast throughout the Dominion.

* * *

"Five miles of paper, to be used in printing the Daily ——." Such is the legend borne by several lorries, which pass each day beneath the office windows of Bookseller and Stationer. The sight of teams of powerful horses struggling before the weight of huge rolls of blank newspaper is no uncommon sight in Fleet street. It affords food for reflection, too. Where does it all

come from? That matters little to us. But Canadians know where it might all come from. That matters a great deal. True it is that experts have laughed to scorn the idea that there is any danger of the paper supply running short. Even if the danger does exist, they have been known to illogically remark, there is always Canada to fall back upon. But Canada does not want to be "fallen back upon." She wants to push right in. She can get very much nearer to the paper-using industries over here.

* * *

There is a manor house in Saltfleet, Lincolnshire, which lays claim to the distinction of having the first wall paper used in England. It is cream colored, covered with a prominent design in chocolate effect, and has the appearance of blotting paper. The pieces, measuring about 20 inches by one foot and a half, are nailed to the walls with small tacks.

* * *

A certain fraternity, called the Proprietary Articles Traders' Association, gathered to dinner at the Hotel Cecil not long back. Being in existence for combative purposes, its speeches were naturally of a military nature. But the orators, being carried away no doubt by excess of zeal, said more than they meant—apparently. A member stated, for the benefit of those who might not know it, that "the object of the association is to prevent stationery being given away for nothing by firms who make their profits from the sale of liver pills and silk ribbons, or some such fancy articles." As far as we know, the only "fancy" parts about a pill are the price and the cure. A subsequent speaker, however, was more explicit. To him it seemed that the stationery trade is suffering from unfair competition at the hands of other traders. "Why," he asked, "should drapers sell Christmas cards, oilmen sell pencils, and grocers sell ink." Drapers, oilmen and grocers are wanting to know why they should not sell whatever the public require. To Canadians the incident will be interesting as showing that the idea of carrying "side lines" has not yet taken very strong hold of the British trading public.

* * *

The association to which we refer, however, is certainly doing some good work in the matter of price maintenance. Its labors are urgently needed, for in some lines of proprietary articles the cutting propensities of certain manufacturers have lately been demonstrated to an amazing degree.

* * *

This reference to business methods calls to mind the fact that certain manufacturers are making a novel experiment. Their idea, it is understood, is to retail their productions at the same price in any part of the British Empire. The idea can only de described as novel; its success, speaking in general, is doubtful, except under special circumstances. Commission agents, clearly, could not transact business under such arrangements. Tariffs, too, would stand in the way. The outcome of present experiments will be watched with a sense of curiosity rather than with any hope that the scheme can gain any extensive hold.

A meeting of the creditors of George A. Weese & Son, Toronto, was held on April 17. Messrs. Gundy and Adam were appointed inspectors of the estate, with power, in conjunction with the assignee, E. R. C. Clarkson, to dispose of the assets and to wind up the estate to the best advantage. The inspectors later decided to put up the stock for sale by auction. The estate showed liabilities of $13,995.68, and assets of $24,914.73.

PERSONAL MENTION.

Mr. W. L. Carrie, of London, paid a visit to the trade in Toronto a few days ago.

Mr. J. Martin, of McFarlane, Son & Hodgson, Montreal, was noticed in Toronto recently.

Mr. A. E. Chatterson, of Copeland, Chatterson & Co., Toronto, is recovering from a serious illness.

Mr. Wm. Robson, representing Andrew Whyte & Son, of Edinburgh, Scotland, is calling on the trade in Canada at present.

Mr. R. S. Cranston, late of the Brown Bros., Limited, Toronto, has accepted a position with Grand & Toy, the commercial stationers.

Mr. Frederick G. Thompson, traveler for The Copp, Clark Co. in Western Ontario, was married on April 28 to Miss Ethel Porter, of Toronto.

Among recent callers on the Toronto trade were Messrs. J. H. Kenner, of Stratford; M. R. McFarlane, Almonte; B. C. Fairfield, St. Catharines.

Mr. S. B. Gundy, manager of the Oxford University Press, Toronto, sails for England on board the White Star Liner Arabic, leaving Boston on May 10.

Mr. W. J. Hagel, late of Blackwood & Hagel, Winnipeg, is now in charge of the wall paper department in W. J. Stephenson's store in Wetaskiwin, Alta.

Mr. R. M. Pitts, of Cornwall, is at present in the Northwest, doing a little speculating in land. His business in Cornwall is being carried on by Mrs. Pitts.

Mr. P. S. Pattillo, of Pattillo, McDougall & Co., Truro, N.S., spent the last week of April in Toronto, making his headquarters at the King Edward Hotel.

Mr. John Morgan, representing Raphael Tuck & Sons, Limited, left Montreal May 3 for the Maritime Provinces with a full line of calendars, cards and toy books.

J. H. Scott has sold his book and stationery business at Sydney, C.B., known as the Eastern Book Co., to Hugh MacAdam, who opened up at the same stand on May 3. The new business will be called MacAdam's Bookstore.

Mr. George Stewart, traveler for the Oxford University Press, has returned to headquarters in Toronto, after a trip to the Maritime Provinces. He reports good business in the Oxford lines. A thumb edition of "Evangeline" sold extremely well.

Deep regret has been expressed by the publishing trade in Canada at the lamentable death of Mr. John F. Van Saun, vice-president of the G. W. Dillingham Company, of New York, which occurred on April 23. He was well known by Canadian publishers, and was held in the highest esteem.

Mr. A. O. Hurst left on the 25th April for an extended trip, working Detroit, Chicago, Milwaukee, St. Paul, Winnipeg, Vancouver, and home via San Francisco, Los Angeles, Kansas City and St. Louis. Goodall playing cards are having a demand in the States through the pushing energy of A. O. H.

Mr. Bruce T. Ripley, who for the past four years has had charge of the order department of Morang & Co., has taken a position with D. T. McAinsh & Co., Bay street, Toronto. The attraction of the medical and special books handled by the new firm is the magnet that has drawn him from his responsible post in the older house.

The new stores of the Douglas Stationery Co., in the Norwood Block, Edmonton, were opened for the first time on April 6. The new quarters are considerably larger than the old premises near the Whitelaw Co., and

are in every way fitted in a most up-to-date manner. A gallery has been erected along each side of the store, in which the public may view the books or the china and glassware. The stores have also been equipped with cash carriers. The offices are situated in the gallery at the rear.

In the early part of April the London (England) offices of Bookseller and Stationer received a surprise visit from Mr. E. J. Kastner, secretary of the L. E. Waterman Co. (of Canada) Limited. This was Mr. Kastner's initial trip to the shores of the Old Country, and it was his original intention to give himself up to pleasure all the time. But in spite of this he managed to spend a good deal of time in calling upon the trade and securing business impressions of London, with which he was very favorably impressed. Mr. Kastner also took the opportunity of slipping across the channel to see a little of gay Paris. He left England on April 7 for New York, where he purposed spending a few days at the offices of the United States Waterman Co., and no doubt by the time this is published will be hustling around in Montreal once more.

POST CARD NOTES.

The Copp, Clark Co. are showing something attractive in Holly Christmas post cards.

Albums in great variety, to retail from 25 cents up, are in stock at the warehouse of The Copp, Clark Co.

The Post Card Monthly is a new house organ issued by Alfred Holzman, 340 Dearborn street, Chicago.

To their series of "Art" post cards The Copp, Clark Co. have just added five new designs: "Miss Cleveland," in the City Girl Series, and "Hearts," "Poker," "Bridge Whist," and "Euchre" in the Card Party Series.

NEW TO THE

CANADIAN STATIONERS

We are pleased to advise you that we are now in a position to quote you on a full line of

School Supplies

OUR DESIGNS FOR

Scribbling and Exercise Books

ARE GOOD

It will pay you to see them before ordering. Our representatives are also showing a complete line of **Holiday Papeteries, Cards and Booklets** for the Christmas trade.

McFARLANE, SON & HODGSON

Manufacturing Stationers

MONTREAL

SUMMER POST CARDS NEW SERIES JUST RECEIVED

COMICS By the Famous Artist, TOM BROWNE, R.I.

12 SETS, ALL DIFFERENT—6 CARDS IN A SET. PRICE, $1.20 per DOZEN SETS.

No.		No.		No.	
2574	Our Servants.	2578	Billiards made easy.	2582	The Honeymoon.
2575	Seaside Comforts.	2579	Spring Cleaning.	2583	The Motor Car.
2576	Home, Sweet Home.	2580	Three Men in a Boat.	2584	In Lodgings.
2577	What is Home without a Plumber.	2581	Poor Pa's Troubles.	2585	Amateur Photography.

NEW SCENIC DESIGNS By PROFESSOR VAN HIER.

6 SETS, ALL DIFFERENT—6 CARDS IN A SET. PRICE, $1.20 per DOZEN SETS.

No.		No.		No.	
7053	In Old Holland.	7055	Fire Scenes.	7057	Venice.
7054	On the Dutch Canal.	7056	Rocks and Waterfalls.	7058	Moonlight on the River.

ASSORTED CARDS IN ATTRACTIVE CABINETS.

"MARLBOROUGH" CABINET contains 189 well-assorted Cards. Price, $2.50 each Cabinet.
"CROWN" Cabinet contains 387 well-assorted Cards. " $5.00 " "

The Cards are arranged in the CABINETS on nice DISPLAY CARDS and TRAYS. THE CARDS ONLY ARE CHARGED FOR.

The COPP, CLARK CO., Limited

64 & 66 FRONT ST. WEST, TORONTO, CANADA

MONTHLY REPORTS FROM TRADE CENTRES

MONTREAL.

Business on the Quiet Side just at Present—Several Merchants are making Special Stationery Displays—Looking Forward to the Tourist Trade.

Office of BOOKSELLER AND STATIONER,
232 McGill Street, Montreal.
May 7, 1906.

TRADE generally is very quiet at present. All merchants report having done an excellent Easter business, and this will in a measure offset the present dull period. Magazines are going very well, and several magazine windows were noticed in uptown stores at different times during the month. Books, however, have been very slow in most stores. The tourist trade is now receiving very much attention in the way of preparations. Everything in books which is likely to appeal to the traveler is being stocked, and when the season comes on good business in all these lines is expected.

* * *

Stationery displays have been a feature of the month with many St. Catherine street stores. Mr. Foster Brown had a fine table inside the store the latter part of April, and Mr. Phelan had displays both in the window and within. The competition of the departmental stores has seriously interfered with trade in this line on account of the cut price system ruling in some of these stores.

* * *

Not many new books have appeared in Montreal since last report. "Lady Baltimore," by Owen Wister, is one of the new arrivals, and a good sale is predicted for it. A new book by Guy Thorne, "First it was Ordained," has come out, and is already going very well.

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Nature books, and literature dealing with natural history, are now in order in Montreal bookstores, and window displays are contemplated by some merchants.

* * *

The paper edition of Katherine Cecil Thurston's book, "The Masquerader," entitled "John Chilcote," is doing very well. A new book by Agnes and Egerton Castle, "If Youth but Knew," has not yet gained a place in the trade, as it has only been out a short time.

* * *

F. Hopkinson Smith's new novel, "The Wood Fire in No. 3," has been gaining in popularity. "Carolina Lee," by Lilian Bell, is considered a good "comer."

* * *

Mr. Greenshields' book, "Landscape Painting," continues in good favor.

* * *

The Librairie Granger intended moving from 1603 Notre Dame street to 5 Place d' Armes Square, but had to go back to the old quarters, temporarily at least, as the third floor of the premises they intended to occupy gave way beneath a weight of ten or twelve tons of books. The accident happened early in the morning, before any one had got down to work, so no one was injured. The new premises were situated over Granger Freres book and stationery store, and the floors falling through caused considerable damage to the upper flats. On the lower floors, however, little harm was done, and business is going on as usual. The building was an old one, and had been braced before the Librairie Granger had started to move in.

* * *

Mr. N. R. Lowendon, formerly with A. T. Chapman, has opened up a book store of his own in the Annex, and is doing very well. Mr. Gomme, who has recently come out from the Old Country, has taken his place.

* * *

Mr. A. T. Chapman has returned from abroad, but is not in very good health.

* * *

Mr. Charles J. Musson, of Toronto, was in town the latter part of April.

* * *

Mr. H. Wessler, representing Langdorf & Co., was in Montreal during April.

* * *

Mr. Van Rifer, traveling for the Detroit Post Card Company, was showing Montreal merchants some very pretty things in pictorial post cards, in April.

* * *

The Boost Club, of New York, has sent a circular to Montreal members, asking them to assist in getting up a relief fund to send to San Francisco.

J. J. G.

WINNIPEG.

Office of BOOKSELLER AND STATIONER,
511 Union Bank Building, Winnipeg, Man.
May 4, 1906.

FOLLOWING the Winnipeg street railway strike a big hit was made by the local book and stationery stores with a line of souvenir post cards illustrating a few of the more exciting scenes during the disturbance. These cards were sold at 10c. each or 3 for 25c., and they commanded a ready sale, several thousand being disposed of in a few days. The regular souvenir post card trade also seems to be booming.

Local dealers are bringing in their American magazines by express and freight from St. Paul, thus escaping the payment of the high postal charges which have recently gone into effect. The magazines will, therefore, continue to be sold at the old rate. As the subscription rates will certainly have to be raised to subscribers by mail, the new regulations will likely have the effect of increasing the news stand sales.

The T. Eaton Co. conducted a ten days book sale last month, during which some big slashes were made in prices. It apparently met with only fair success, as the straight line book and stationery stores in Winnipeg seem to hold their own against all competition. The book stores have probably suffered less than any others in the city from increased department store competition.

F. R. M.

SCHOOL BLANKS

Samples of our 1906 Series of School Exercise, Work and Note Books are now in the hands of our travellers. We show a great variety of new covers in choice, attractive and artistic designs, and are confident that our 1906 line will be unequalled for beauty, variety and value. It will pay to hold orders until you have seen them.

W. J. GAGE & CO.

LIMITED

WAREHOUSE AND FACTORY:

82-94 Spadina ave., TORONTO

SAMPLE ROOM:

54 Front St. West.

PAPER MILLS:

St. Catharines, Ont.

HERE AND THERE AMONG THE JOBBERS

Personal information for the guidance of buyers of stationery and fancy goods, especially procured by "The Monthly Visitor."

THE "Autopen" is a new self-filling fountain pen which has several features that will undoubtedly commend themselves to users who are satisfied with high-grade goods. It differs most, perhaps, from other self-fillers now on the market in the fact that the pen, as used when writing or when in shape to be carried in the pocket, has absolutely nothing about it to differentiate it from the old-style fountain pen. This fact may be observed personally by the reader by simply referring to their advertisement in this issue.

The appearance of the pen, however, has not been gained at the expense of losing the convenience of filling that is usually afforded by this comparatively new type of the fountain pen family. By unscrewing and opening the holder at the centre the pen can be filled or emptied instantly by simply pressing the finger upon the metal bar which compresses the rubber sac. The simple and compact construction of the pen will appeal to everyone who sees it and this in addition to the fact that it is made of selected materials by skilled workmen is a good guarantee that the pen will withstand any reasonable hard usage to which it may be submitted.

The "Autopen" is made in plain black and in handsomely chased design, in three sizes, selling at retail at the following rates: No. 2, $2.50; No. 4, $3.50; No. 6, $4.50.

Sanford & Bennett, 51-53 Maiden Lane, New York, who manufacture the "Autopen," also are the patentees and manufacturers of the Commercial fountain pen and the Gravity stylo pen, which are favorably known not only in the domestic but in the export trade as well. The Gravity stylo is protected by patents in the United States, England and Germany, and occupies a unique position in its particular field. It does not require shaking, but writes like a pencil and without scratching. It retails at $1, plain; $1.25, chased, and $1.50, mounted.

The firm guarantees both its fountain and stylo pens in every particular. Special imprint work is executed promptly and with thorough satisfaction. The firm will be glad to quote trade prices on its lines on application.

* * *

W. J. Gage & Co. have now in stock some very good values in post card albums, to retail from 25c. upwards. They report a large sale for colored post cards with local views, and also for their revolving post card stand, which sells at $5. There is no doubt that one of these stands not only largely increases the sale of post cards, but saves time to the dealer is showing them to customers.

* * *

W. J. Gage & Co. are just putting out two of the daintiest lines of papeteries we have seen anywhere. They are the "Greiner Girl" series, the picture tops being designed by that celebrated artist. The large size consists of six designs, representing the "Musical Girls," the boxes being 7½ x 11¼ in size, and each contains two quires of Swiss lawn white fabric finished note, royal size, and 48 envelopes to match, all attractively tied with ribbon. This box retails at 50c. The other series also consists of six designs of "Greiner Girls"—The Golfer, The Bather, The Flower Gatherer, etc—put up in boxes 6 x 7½ inches, containing one quire White Swiss Lawn in royal size, and envelopes to match, all ribbon tied. This series will retail at 25c., and only requires to be shown to sell, it is so much superior in finish and style to the usual 25c. papeterie. Both the "Breiner Girl" lines are ready for immediate delivery.

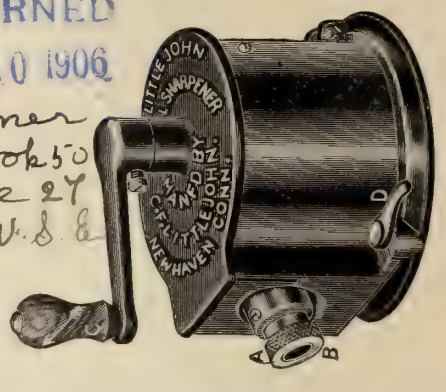
* * *

For the convenience of the visiting trade, W. J. Gage & Co. have retained their sample room at the old stand, 54 Front street west, Toronto, where all their customers will be welcome.

* * *

W. J. Gage & Co. are sole agents in Canada for the Littlejohn pencil sharpener, which they consider the best pencil sharpener shown at any price. As regards the price, however, it is one-half of that usually asked for a

RETURNED
MAY 10 1906
to owner
cut Book 50
page 27
W. J. G.



first-class pencil sharpener, viz., $2.50 each. It is so well made, simple and easy to operate, that there is nothing about it to get out of order. It makes a perfect point without breaking the lead or soiling the hands. Another important feature is that being less than 3 inches in size, it takes up hardly any room, and can be attached to any counter, table or desk.

* * *

The "Winona" linen faced papers made by McCaw, Stevenson & Orr, Belfast, are destined for large sale in Canada. Branded with a Canadian name, and representing the very choicest stock, the manufacturers have every reason to expect large orders for such a popular line. It is put up in four fashionable shades, primrose, Swiss blue, Scotch grey and orient. Another special line of interest to Canadian buyers is the "Settler" writing pad. This is of cream wove bank linen, very thin, ruled faint. It is a cheap line, but is attractively decorated with medallion of an early settler. Another low priced papeterie is "Guiding Lines." This notepaper is water ruled, and, while the lines are clearly distinguishable, are much less prominent than ink ruling. The papeterie is nicely gotten up, and contains a quire of paper with 24 envelopes. McCaw, Stevenson & Orr have a number of other attractive lines in course of pro-

duction, and these will be announced from time to time in their advertising spaces.

* * *

McCaw, Stevenson & Orr, Belfast, have made a change in their Venus de Milo notepaper. This line was



The Programme.

put on the market about a year ago, the cover design and envelope bands bearing a faithful reproduction in miniature of the statue of the goddess at present in the Louvre, Paris. This line took very well in certain quarters, but it was found that some buyers appeared to take exception to the use of this design upon the package, with the result that the same paper is now offered to these scrupulous puritans in plain parchment cover. The new packet is almost free from decoration, with the exception of the necessary printed matter to designate the brand. It may be had rough or smooth, in post octavo "invitation" or "Albert," and wrapped or boxed according to order.

* * *

On April 17 the Philadelphia Stationers' Association tendered a complimentary banquet to their president, Mr. Charles H. Mann, as a token of their esteem and appreciation of unselfish services rendered. A handsome ivory and ebony gavel was presented to Mr. Mann. The illustrations are from engravings furnished by Gatchel & Manning, Philadelphia, members of the stationers' association.

* * *

W. J. Gage & Co. have recently put into stock an entirely new range of toilet papers, which, notwithstanding the advanced price of this class of goods, they are offering at lower prices than before. Quotations will be gladly furnished.

TRADE ITEMS.

Thomas Carli, stationer, Montreal, is dead.

The Winnipeg Book Bindery, manufacturing stationers, have dissolved.

Trade in the Ottawa Valley is reported as pretty fair for this time of the year.

A new book and stationery store has been started by D. A. Downey, of St. Catharines.

Fire in the bookstore of H. Pollard, Fort Rouge, Man., did $450 damage to the contents on April 3.

The Baptist Book Room will move into the Clarendon Building, Richmond street, Toronto, on June 1.



The Gavel.

The Poole Publishing Company, Limited, Toronto, have increased their capital from $40,000 to $100,000.

A. S. Barnes & Co., the New York publishers, have removed from 156 Fifth avenue to 11-15 East Twenty-Fourth street.

Connolly, of Halifax, made an elaborate series of menu cards for use on the royal train which carried Prince Arthur of Connaught through the provinces.

There Isn't Much Difference

in price between the best correspondence and wedding papers and the poor ones, but the actual difference between satisfying a customer with a good stock and displeasing her with a bad one is tremendous. Our lines have the reputation as the best in quality, style and manufacture, which reputation has been sustained through many years, and being the best they always satisfy the customer, and they cost but little more than those that would not always please. It will pay you to handle the goods with "Hurd's name on the box."

Our imported genuine Hand Made deckel edge paper is meeting with good sales. We shall be glad to send samples.

GEO. B. HURD & CO.

Fine Paper Manufacturers

425 & 427 Broome Steeet, New York, U.S.A.

TRADE MARK

REGISTERED.

The "PHILCO" Publishing Company

Have pleasure in stating that they have entered into a contract with Messrs. W. and D. Downey, Photographers, of Ebury Street, London, S.W., to publish photographs taken by them on postcards, of the following artistes:—

Miss GABRIELLE RAY Miss EDNA MAY Miss MARIE STUDHOLME



GABRIELLE RAY, as Peasant Girl.

And are in a position to supply these pictures

On Their Ordinary Terms.

The "Philco" Publishing Co. have also lately completed an arrangement with Messrs. Bassano, Ltd., for special sittings of the Misses **Zena and Phyllis Dare**, all these photographs having been taken in special costumes, supplied for these photographs only.

Amongst the many artistes now under contract to the "Philco" Publishing Co. are the following, of whose photographs they have **Sole Postcard Rights**:

Miss Vesta Tilley
Miss Maudi Darrell
Miss Daisy Jerome
Miss Ruby Ray
Miss Annie Mars
Miss Maidie Andrews
Miss Sylvia Storey
Miss Lena Verdi
Miss Daisy Stratton
Miss Daisy Revett
&c., &c., &c.

Special sittings of the following artistes have been secured and postcards of these new positions are in course of production:

Miss Pauline Chase
Miss Adrienne Augarde
Miss Cissie Loftus
Miss Alice Hatton
Miss Maud Fealy
Miss Carrie Moore
Miss Florence Smithson
Miss Billie Burke

All produced in 2d. glazed Real Photograph Postcards, at 16s. per gross; hand-coloured ditto, in all tints, 24s. per gross; hand coloured and jewelled, 32s. per gross. Less 10 %. Terms—Cash with order, or monthly account given for approved English trade references.

LATEST NOVELTY. NAME CARDS.

8s. per gross. Less 10 %. 60 Popular Names.

MISSING WORD SERIES. Now Ready.

The "Philco" Publishing Co., Holborn Place, London, Eng.

PICTURE POST CARDS

GREETING CARDS.

THE issue of the greeting post cards by Warwick Bros. & Rutter, Limited, has proved a huge success. These cards are most effective, having name of town or city brought out in large outline portrait letters, as indicated in the above illustration, giving effective individuality and appealing to citizens as just what they are looking for by way of greeting to their friends. The effect is artistic, while serving the above purpose in a most admirable manner. Already orders have been filled for many of the leading towns and cities, and a large demand is predicted. They can be had in any name by ordering one thousand cards.

post cards. It sells for $1.75; a price within the reach of everybody.

This company has a special offer to make to the trade which will doubtless be appreciated. Arrangements have been completed whereby stationers may obtain a package of two hundred and fifty illustrated post cards engraved with home town views. Formerly it was impossible to obtain these cards in quantity less than one thousand. As there are many small towns where it would be difficult to sell one thousand views, this offer on the part of the Illustrated Post Card Company is a timely one, and no doubt will be taken advantage of by many dealers.

ETURNED
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owner
l Book 50
Page 24
W. S. B.



Specimen of Greeting Post Card. Warwick Bros. & Rutter, Limited.

A NEW LINE AND A SPECIAL OFFER.

THE ILLUSTRATED POST CARD CO., of Montreal, are showing at present something in the stationery line which should attract attention, and which should be a means of profit to the wide-awake merchant. This is the "Aurora" jeweling outfit. It is used for ornamenting picture post cards, Christmas and show cards, fire screens, photo frames, and a variety of other purposes in this line. The outfit consists of a bottle of special adhesive, a special glass pen, a brush, and ten bottles of special powders, all the colors necessary to artistically trace designs on post cards, etc. The outfit is compactly and neatly packed in a good box, with directions as to use. This is something of a novelty, and as it is so easy to use it should be a good line for the merchant to carry with his stock of illustrated

Fancy lines in post cards are going well, and the comic cards are very much in demand also. The splendid stock of Summer cards of every design and at every price which the company is showing is being drawn upon heavily by merchants all over the country, but as new shipments are constantly arriving it is possible to give the very best attention to all orders received.

SAMPLES FROM GERMANY.

MORE samples of the post card creations of Gustav. Ferd. Schacht & Co., Leipzig, have been received. These cards have a distinction all their own, being made by processes which are not familiar to Canadians. The prettiest set consists of ten floral cards, being series III in the Nature and Art section. The cards are pure white, with the various flowers embossed there-

on, for all the world like actual pressed flowers. The stems, the veining of the leaves and the tints are all remarkably true to life. This set can be unqualifiedly recommended to Canadian dealers.

Another series of ten cards shows flowers from field and wood. The difference between this series and that just described is that the flowers are shown in their natural surroundings, the whole card being colored, without any embossing. These cards, too, are very artistic, and should sell well in Canada.



"Home Sweet Home"—Pa's Egg.
A Tom Browne Post Card by Davidson Bros.

A third series of five landscapes is not so suitable for the Canadian market. The coloring is very brilliant and the workmanship most elaborate, but the cards do not conform so well as the others to American ideas of the artistic.

TOM BROWNE'S COMICS.

TOM BROWNE, the inimitable English comic artist, has just landed in America for a three months' visit. While on this side of the Atlantic he will do some work for American papers, and will thus increase his fame over here.

To those who are as yet unacquainted with Tom Browne's delightful humor, the many picture post cards which he has designed should prove a happy introduction. He has made a great many mirth-provoking cards, two of which are shown herewith. The cards are beautifully executed in rich colors, and come in sets of six, each set dealing with a common theme. These cards are without a peer in the realm of comics.



"Our Servants"—Choosing a Mistress.
A Tom Browne Post Card by Davidson Bros.

The makers of the Tom Browne cards are Davidson Bros., London, and they are sold in Canada by The Copp, Clark Co., Limited, Toronto.

A shipment containing a supply of actress post cards has just been received by The Copp, Clark Co. There are 200 different subjects, both plain and hand-colored.

CANADIAN NATIONAL CARDS.

A SET of twelve beautifully-executed colored cards have just been put on the market by The Copp, Clark Co. The cards are all typical of Canada, intended to illustrate the development of the country. They are virtually cartoons, as the figures of John Bull, Uncle Sam, Jack Canuck, Miss Columbia, etc., appear in the various scenes. No. 1 shows John Bull and Uncle Sam carrying bags of money into Canada for investment. No. 2 depicts two huge elevators, with trains and steamboats, and is entitled, "Canada, the Granary of the World." No. 3 is called "Spying out the Land," and shows Uncle Sam and John Bull carrying away the goodly fruit of investigation. No. 7 gives a picture of the same two worthies driving through the wheat fields of the west, almost buried in the yellow grain. No. 8 shows Miss Canada, the centre of attraction at a ball and Miss Columbia neglected. The other cards are equally clever.

RETURNED MAY 1906 to owner cul Book Page 2 W.S.



Cabinet of All-Canada Cards.

W. G. MACFARLANE MOVES.

So extensive has Mr. MacFarlane's business become that he has had to make another move to larger premises. He has secured space in the new Wilson building at 60-62 Front street west, Toronto, right between the warehouses of W. J. Gage & Company and the Copp, Clark Co. Here his customers will be welcome to call and inspect his lines.

Mr. MacFarlane has to-day six travelers calling on the entire trade of Canada, and four salesmen in the United States. The growth of this business is phenomenal; where a short time ago only four or five people were employed, they now have over thirty busily engaged, hustling to keep up with the ever increasing volume of business.

Mr. MacFarlane sails from New York on the 15th of this month for Germany and Great Britain to make exclusive arrangements for new and novel lines of goods.

A splendid idea has been hit upon by this house in their fine cabinet of celebrated all-Canada post cards. The

The Rotary Photographic Co. Limited

Works: West Drayton

12 NEW UNION ST. MOORFIELDS LONDON, ENG.

PUBLISHERS OF

Finest Real Photo Picture Post Cards

2d. POST CARDS
Black and White Matt Cards

Actors, etc.
Actresses, etc.
Actors and Actresses in their Motor Cars
Alphabetical Sets
Animals
Authors and Poets
Celebrities
Crowned Heads
Figure and Landscape Series
Judges and Counsel
Ministers of Various Denominations
Musicians
Painters
Royalties
Statesmen, Generals, Admirals, etc.
Vocalists

2d. BROWN GLOSSY CARDS

Actors
Actresses
Alphabetical Set
Animals
Authors and Poets
Birds
Celebrities
Celebrated Theatrical Sisters
Children Series
Christian Name Series
Correspondence Series
Cricketers
Days of Week
Distinguished Theatrical Couples
FivefoldSeries,Actresses
Floral Thoughts Series
Football Teams
"Greetings from Towns with Municipal Arms"
Landscapes
Ministers
Miscellaneous Greetings
Months
Musicians and Vocalists
"Old Master" Series



MISS PHYLLIS DARE

Any of these can be had Hand Tinted in 3d. line
Hand Painted, Jewelled or Pearl Beaded are published at 4d. each
Art Relief Series, published at 3d. each
Hand Painted, 4d. each
Hand Painted, Jewelled and Sequined, 6d. each

Send for Samples, together with our 48 page Price List

12 New Union Street, - London, E.C., Eng.

2d. POST CARDS
Brown Glossy Cards
Continued

Parade Series, Actresses
Question Series, Actresses
Royal Navy
Royalties
Seasons
Song, Motto and Comic Cards—
Sacred Verse Cards
Hunting Scenes
Children
Animals
Landscapes
Comic and Mirthful
Love and Sentiment
Domestic and Sentimental
Miscellaneous
Statesmen, etc.
Sunbeam Series
Triple Series

2d. ALUMINIUM BROMIDE
Christian Names

2d. RED CARBOTYPES
Actresses

2d. BLUE CARBOTYPES
Actresses

2d. GREEN CARBOTYPES
Rough Seas

2d. BROMIRIS
Actresses

6d. GIANT SERIES
Brown Glossy
Size 10 x 5½
Actresses

1d. PANEL SERIES
Brown Glossy
Size 5⅓ x 1¾
Actresses
Animals
Royalties

illustration shows the cabinet. It contains post cards of the whole of Canada, made in the newest German styles, namely: Autochrome, colored; collotype, the best selling black and white card, and photogloss, which only an expert can distinguish from a real photo glossy. In a cabinet of 1,000 cards, which they quote at $12, 800 autochrome and 200 collotype and photogloss cards are assorted. A cabinet holding 2,000 similar cards costs $22. All-Canada cards sell everywhere. This is the best way to buy them.

The wonderful demand for Christmas cards last season prompted the house of W. G. MacFarlane to buy largely of this line. The very best European manufacturers are supplying the lines, which are extremely beautiful. Their travelers will call on the trade with samples of these lines, which have been pronounced the finest ever shown. Dealers should defer placing orders for Christmas cards until shown these lines; price $9 to $15 per thousand. A winner will be a set of Canadian Christmas cards from paintings in oil by C. M. Manly, one of our foremost Canadian artists. Dealers will all need to have some of these.

REPRESENTED IN CANADA.

THE publishers of the "J. B. Series" of pictorial cards have a representative at present in Canada, carrying samples of their productions. Mr. Cosans is traveling westward from St. John's, Nfld., through Halifax, St. John, N.B., Quebec, Montreal, Ottawa, Toronto, Winnipeg, to Vancouver and Victoria, B.C. Beagles & Co. announce in their advertisement in this issue the names of the hotels at which their representative will be staying.

A new line from these pushful people is a series of greeting cards. They are real photographs, glossy surface, and bear the legend "Greetings from Canada," the letters of the word "Canada" being adorned with the heads of numerous actresses. It is intended that this series shall comprise the leading Canadian towns.

Two other lines which are selling well throughout the Dominion are the "J.B." bas-relief cards, jewelled and colored, and embracing some 80 portraits of actresses and royalty, and a charming set of flower studies from nature. Their child studies, which are real photographs and colored, are very attractive.

EXCLUSIVE CARDS.

THE PHILCO PUBLISHING CO., LIMITED, of Holborn Place, London, England, are justly enthusiastic over their present showing of picture post cards. The voluminous sample books which lie in their showroom represent a stock of varied lines ready for shipment, and new subjects and designs are being added at the rate of fifty per week. The Philco Company specializes on actresses and celebrities, and their "twopenny" glossy real photo cards are unsurpassed, either in variety of subject or pose, or in quality of workmanship.



Specimen of a "Philco" Name Card.

A threepenny line that is very popular at the moment is the deep colored glossy photo card done in red, blue and green. The strong deep coloring of the costume is done by hand, and the effect is very striking. The same idea is used in the fourpenny line, with the addition of tinsel and gilt ornamentation. Another new line that enjoys popularity is the penny imitation photo, colored. This is taking very well and is a remarkably showy article at such a low price.

An illustration is given in this issue of a "Philco" name card, one of the glazed penny series, which comprises some 60 names.

This company have recently entered into contracts with W. & D. Downey, and Bassano, Limited, which give

ONLY FOR WHOLESALE DEALERS

Post Card Albums

Largest Selection (choice) of the Latest Designs, at all prices.

Sample Consignment, consisting of 20 different Albums - - $4.00

Post Card Frames

50 Modern Designs in different styles.

Sample Consignment, consisting of 50 different Frames - - $1.20

Photo. Mounts

400 Designs of the Latest Style, which have not been offered in such variety and excellence by any other firm.

Sample Consignment - - - $4.00

Catalogue free upon application. If a larger order is given upon receipt of samples, half the amount which has been paid for the samples will be credited.

Apply at once to the

Leipziger Buchbinderei-Aktiengesellschaft

(FORMERLY GUSTAV FRITSCHE)

LEIPZIG - - GERMANY.

Selling Agents for Canada

THE MONTREAL IMPORT CO., Montreal

Imperial Series Postcards

To the Trade:

Write Quick for Samples and Prices.

WE LEAD IN

Black and White

Our Colored Cards

STAND ALONE

MONTREAL TORONTO QUEBEC
OTTAWA HISTORIC SPORTING
FISHING HUNTING
NORTHWEST SCENES

ALBUMS and **RACKS**

Always adding to our already well-assorted stock.

The Picture Postcard Co.

P.O. Box 334, OTTAWA, ONT.

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Book's
Page 45
W. S. Co.

GUN METAL POST CARD UNIT HOLDERS



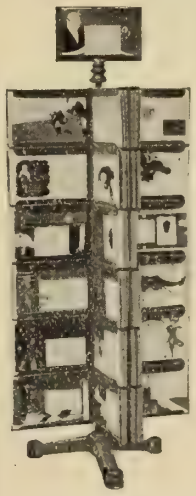
Each metal unit holds 30 cards. Can be used separately or in groups. Made to attach to each other, to display as a hanger or stand as an easel. Permit of most effective displays on counters, walls, rods, show cases. Made of our famous gun metal.

$5.00 PER HUNDRED
ORDER AT ONCE.

Ask for our Catalogue, which shows complete line of post card display racks.

S. Heineman, Pres.
C. B. Morrow, Sec.-Treas.

GREAT WESTERN FIXTURE WORKS
195-9 5th Ave., Chicago, Ill.



The Two Best Display Stands!

There must be a Best in everything. I claim that the

DISPLAY STANDS

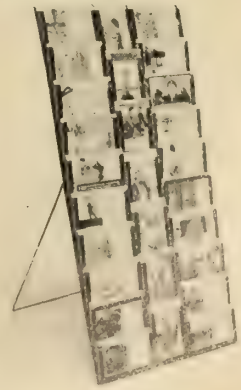
manufactured by me are the most practical, best constructed and most ornamental stands made.

I can offer these to jobbers at the right prices.

200 Designs of Comic Cards

100 Designs of Hand Painted Leather Cards

For the jobbing trade



Alfred Holzman

CHICAGO, ILL.

Canadian Representatives:
McLEOD & ALLEN, 37 MELINDA STREET
TORONTO

THE TELEPHONE

Is a companion, friend and servant combined.
Invaluable for convenience in the household.

LONG DISTANCE TELEPHONE SERVICE

Has no equal for the facility it affords in business life.
Full particulars as to rates and service at the nearest office of

THE BELL TELEPHONE COMPANY OF CANADA

Georg Geier & Garke

ART PRINTERS AND PUBLISHERS

NUERNBERG (BAVARIA)

Exquisite Novelties or

SUN AND MOONSHINE CARDS
REPRODUCTIONS OF GREAT PAINTERS
NATURE AND ART CARDS
ANGEL AND RELIGIOUS CARDS
BRILLIANT CARDS

Cards with English wording can be had if desired.

Full sample assortment up to $4.00.

SOUVENIR CARDS

SMALL SAMPLE LOTS

Small Price—Big Variety.

100 Comics, 75c.
100 Canadian, 50c.
100 Beautiful Cards, $1
100 Tag Postals, $2
25 Leather Postals, $1
100 Actresses, $3
12 Flying Butterflies, $1.20
100 Odds and Ends, 70c.
50 Photo Cards, $1.50
100 Name Cards, $3.30
100 Fancy Cards, $1.50
100 Toronto, $1

Add 10c. postage each lot when order is under $5. We pay carriage over $5.

W. R. ADAMS, 401 Yonge St., TORONTO

The most popular pens are

ESTERBROOK'S

MADE IN ALL STYLES

Fine Points, A1, 128, 333
Business, 048, 14, 130.
Broad Points, 312, 313, 314.
Turned-up Points, 477, 531, 1876.

CANADIAN AGENTS:

THE **BROWN BROS.**, LIMITED
TORONTO.

PICTURE POST CARDS

BIENAIMÉ & DUPONT
COLLOTYPE PRINTERS

PRICE AND SPECIMENS FREE BY POST. REIMS (France)

ENCOURAGE HOME MANUFACTURES

We make the ***BEST*** Mucilage, Lithograms and Litho. Composition, Acme Cleansing Powder, and Coal Saving and Smoke Consuming Compound. Prices right. Send for quotations to

AULD MUCILAGE CO., Montreal, Que.

Pictorial Post Cards

from Customers' own photographs—printed plain or colored by recently improved processes.

Exquisite Results
Moderate Quantities
Prompt Execution
Reasonable Prices

Cards printed by us get the benefit of the rebate of duty allowed on goods of British manufacture.

Samples and Prices from

G. W. WILSON & CO.

Established Over 50 Years

2 St. Swithin Street, Aberdeen Scotland

YOU ARE INTERESTED IN SOMETHING.

Why not get the best items that are printed on the subject?

We read and clip thousands of newspapers every week—therefore we can equip you **speedily** and **economically** for a debate, speech, lecture, essay or anything else requiring up-to-date information and more of it than your competitors are likely to get.

Terms—100	Clippings,	$ 5.00
250	"	12.00
500	"	22.00
1,000	"	40.00

Send for our Booklet which fully explains the scope of the clipping industry.

We have also lists of firms in every branch of trade in the Dominion, the professions, club members, society, etc., and we are prepared to address and mail circulars or letters to these at any time.

THE CANADIAN PRESS CLIPPING BUREAU,

232 McGill Street, MONTREAL
10 Front St. East, TORONTO.

them exclusive post card rights of their photographs of many of the stage favorites, such as Gabrielle Ray, Edna May, Vesta Tilley, Cissy Loftus, etc. A great many special sittings have been secured, and post cards of these new positions are in course of production.

The "Friend to Friend" missing word card is a distinct novelty. Within a border of pretty faces is a more or less sentimental rhyme, with the last word of the line omitted, thus :

"Although my friends are not a few,
The one I like the best is....."

In this series there are 24 cards, and the idea is interesting and new.

COMING TO CANADA.

MR. T. D. COSANS, of London, England, sailed on April 17 for Canada, as envoy for Eyre & Spottiswoode, whose name is so closely connected with the printing trade and manufacture of mathematical instruments. Mr. Cosans has had large experience in the sale of instruments and artists' materials, and on this occasion he is also carrying a complete range of Eyre & Spottiswoode's collotype and colored post cards. A very interesting series comprises reproductions of masterpieces in the world's galleries ; another the cathedrals of England. These cards are exceedingly beautiful, and should appeal very strongly to lovers of art. A special feature is made of printing cards from customers' views, with their own imprint, a large trade being done in this department. All the plain and colored collotype cards are printed by Eyre & Spottiswoode in their own works in Great Britain, so that no foreign products are handled. Besides cards, a full line of post card albums will also be shown, and sporting goods from the firm of George Bussey & Co., of Peckham. For the convenience of those who wish to communicate with him, Mr. Cosans has taken Box No. 24 in the office of Bookseller and Stationer in Montreal, and also in Toronto, and correspondence addressed to him in that way will be called for.

SUMMER NOVELTIES AND SPORTING GOODS.

SOUVENIR goods and novelties of all sorts are in greatest demand during the Summer months when the tourist trade is on and people visit their relations and friends. The outdoor life also brings into requisition sporting goods. The two departments require careful attention. A few hints and suggestions are given on this and the following page.

Novelty Plates and Trays.

The making of novelty plates and trays with cigar bands is another one of those fads that seems to have come to stay. The fad originated in Europe, and is now gradually spreading throughout the country, and it will be only a matter of a short time before every stationer, druggist, cigar and novelty dealer will carry these goods

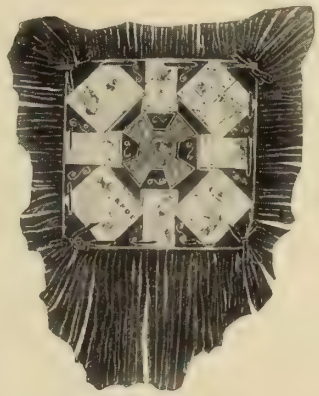


Novelty Plate.

in stock. Mr. Alfred Holzman, of Chicago, has foreseen the large demand for this novelty, and has added to his post cards an extensive assortment of cigar bands and glass plates. The bands come in assorted packages and retail from 10c. to 25c., and directions how to make these plates are in each package. Dealers should lose no time to investigate these goods, as the demand for them is very large now and is increasing daily.

The Hurley Burley Buzz.

The Lannert Company, of Cleveland, Ohio, manufacturers of novelties and useful articles for the trade, are now making one of the best sellers and most attractive five-cent toys of the season, suitable for both the jobbing and advertising trade. It is similar to the old-fashion Buzz, being three inches in diameter, with the improvement of attractive colors with innumerable kaleidoscopic

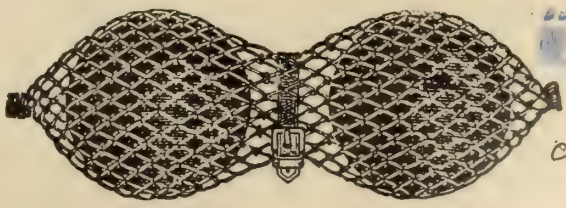


Novel Leather Pillow Cover.

changes, caused by the swiftly spinning discs. The colored hues produced excite the curiosity in those not initiated by the method employed, and it is a source of pleasure and amusement for the boy or girl who operates the toy.

The device is well and substantially made, the color discs being lithographed. A highly finished article is the result, being a very clever and catchy toy. When used as an advertising medium the reverse side of the color disc has sufficient surface for a reasonable amount of advertising.

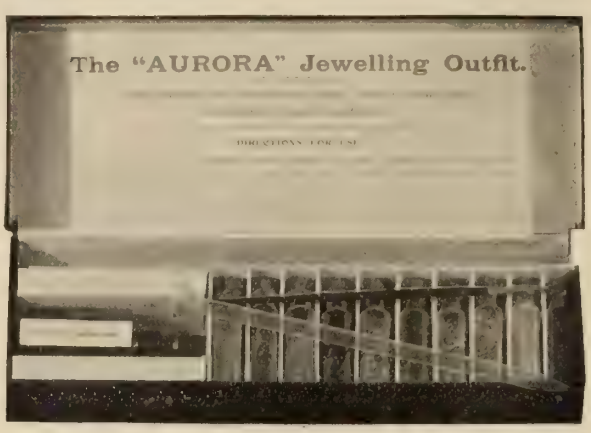
RETURNED



Lawn Bowl Net.

Lawn Bowls and Nets.

Lawn bowling has become such a popular pastime in Canada during the Summer months that there has come



For Decorating Picture Postal and Other Cards

Complete outfit consisting of Pen, Brush, Bottle Special Adhesive, and Ten Bottles different colors Iris Powder. Special Price, $1.75.

We also Carry Full Stock of Jewelling Powders, Pens and Adhesives

SPECIAL OFFER.—We will make 250 cards from any photo you may send in. This will enable anybody to get their own views and in more reasonable lots.

EVERYTHING IN PICTURE POSTALS

ILLUSTRATED POST CARD COMPANY
185 St. James Street, Montreal

GREETINGS FROM ENGLAND

Real Photo.

"CELEBRITY"
POST CARDS

FAMOUS ACTRESSES IN LATEST CHARACTERS
COMPRISING
New Scarlet Cards — New Lime-Light Cards
New Novel Spangle Cards
New Luminous Pearl Cards — New Jewelled Cards
New Cloth of Gold Series
New Bas-Relief Cards — New Photo-Color Cards
New Crayon and Gold Cards
The Most Up-to-Date and Largest Collection in England

Royalty, Clerical, Theatrical, Musical, Literary and other Celebrities

Our Representative, Mr. Cosans, now visiting Canada, will be pleased to wait upon customers in due course, on receipt of post card, at any of the following addresses :

Russell House Hotel, Ottawa
King Edward Hotel, Toronto
Royal Hotel, Hamilton
Tecumseh House, London
or to any of the principal Post Offices in the Dominion.

J. BEAGLES & CO.
Wholesale and Export Manufacturers and Publishers
9, 10 AND 11 LITTLE BRITAIN, LONDON, E.C.

A SNAP OPPORTUNITY, FLOURISHING STATIONERY BUSINESS FOR SALE

The Quebec News Company, doing a retail cash business of $13,000 per annum, with only $1,500 expenses, can be bought for $8,000 cash. Stock in A1 condition, no old shelf goods, location unsurpassed in most desirable block in Quebec city. Books open to inspection. Good reason for selling out given on application.
Business can easily be increased to $24,000. Address for further particulars to
FRANK CARREL,
DAILY TELEGRAPH, QUEBEC
N.B. -Business shows over 50 per cent. increase for every year since established.

Picture Post Cards Again!

Royalty and Stage Celebrities— Embossed, Jewelled and Spangled — Retail, 25c each. Wholesale, $1.50 per dozen.
Railway Trains, Steamers, Buildings, Bridges, etc.—Embossed and Tinselled — Retail, 10c each. Wholesale, $3.50 per 100.
Tuck's Packages— Unlimited variety, very choice — $1.50 per dozen pkgs.
Toronto, New York, Chicago, Philadelphia, Boston, London, Paris, Berlin, etc. — $1.00, $1.50 and $3.00 per 100.
Comic Cards in Glosso finish - - — $12.00 per 1000, $1.50 per 100
Comic Cards, Colored—$1.00 per 100 or $7.00 per 1000
Sample 100 of all kinds, $1.50
Positively the only Canadian House running a complete line of High-class Cards. No trash. Only cards of quality.

C. R. PARISH & CO., 304 Yonge Street. **TORONTO**
PHONE M. 6128

The Belleville Business College, Limited

Business firms get the best results by applying to us 10 days before vacancies occur in their employ.

See Catalogue pages 21, 27, 33, 41.

J. A. Tousaw, Secretary. **BELLEVILLE, ONTARIO** J. Frith Jeffers, M.A., President.

THE METROPOLITAN BANK

Capital Paid Up, - - $1,000,000
Reserve Fund, - - $1,000,000
Undivided Profits, - - $ 133,133

We Solicit Your Account

GENERAL BANKING BUSINESS

Drafts bought and sold.
Letters of credit issued.
Collections promptly attended to.

SAVINGS DEPARTMENT

open at all branches.
Interest allowed on all deposits of one dollar and upwards.

Distinctive Signs, Price Tickets and Show Cards

give character to your store. A sort of Trade Mark, as it were. Why not adopt as nearly a perfect style as possible ?

We are specialists in this class of work and our ideas are free to anyone meaning business.

Our folder, WHY SIGNS PAY, can be had for the asking.

THE MARTEL-STEWART CO., LTD.
MONTREAL, CANADA

The Rapid Photo Printing Co.'s

Price 2D. Each

MATT OR BROWN GLOSSY

Real Photograph Postcards

Thousands of Designs in Stock.

- Christian Names
- Greetings
- Messages
- Mottoes
- Songs
- Birthday Greetings
- Novelties
- Views
- Christmas Cards



Catalogue sent post free on application.

- Celebrities of the Stage
- Politicians
- Church Dignitaries
- Children Studies
- Comics
- Camoes (Bas Relief)

Price 3d. each.

Hand Coloured Cards—Price 3d. each

WHOLESALE and EXPORT

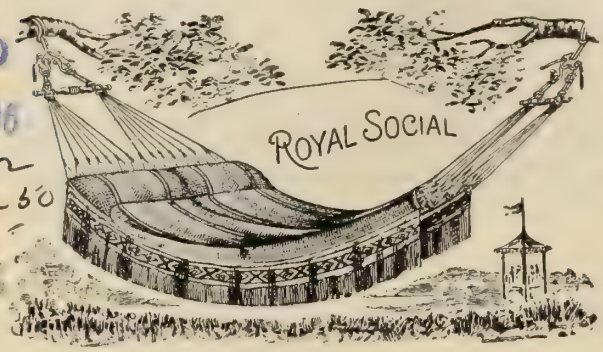
THE RAPID PHOTO PRINTING CO., Limited

4 and 5, Bridgewater Square, Barbican

LONDON, E.C., - - ENGLAND

Agents for Canada: THE ILLUSTRATED POST CARD CO., 185 St. James St., Montreal

to be a good, healthy demand for lawn bowls. Almost every village has its bowling club, and where the game gets a hold in one place it is soon taken up in all the neighboring localities. The Fancy Goods Company, of Canada, are handling Taylor's Glasgow Genuine Bowls, which are made of the finest procurable lignum vitae, especially selected and thoroughly seasoned. Lawn bowl nets are also shown by the same firm.



1906 Royal Social Hammock.

Hammocks.

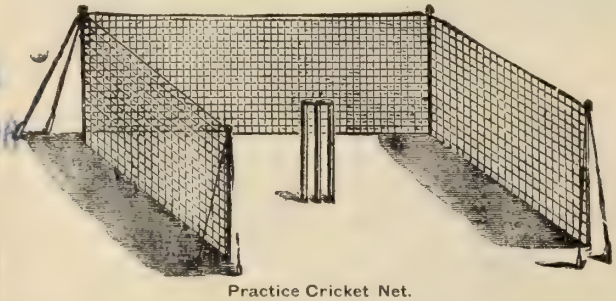
An essential to every Summer stock is a hammock, and of these there is now great variety to be had. The hammock illustrated, the New 1906 Royal Social, is an exceptionally fine make in Jacquard weave, with extra heavy fringed valance and full length quilted pillow, which can be detached, exposed round spreaders at both ends, with adjustable wooden bar at head and foot. The hammock comes in red, yellow and black, and green and black, and is sold by the Fancy Goods Company of Canada, Toronto.

Sail Boats.

All sizes of toy yachts and sail boats are carried in stock at the warehouse of the Fancy Goods Company of Canada, Toronto. These range in price from 80c. per dozen to $16.80 per dozen. They are all well made and accurate in design. The larger sizes are equipped with complete sails and rigging, and are enamelled in bright colors.

Sporting Goods.

Under this head come the various articles required in playing baseball, lacrosse, cricket, tennis, etc. A complete range of all these goods is carried by the Fancy Goods Company of Canada. All are branded with the trade-mark "Victor," which is indicative of quality.



Practice Cricket Net.

Full information about these goods is given in the catalogue issued by the company, to which the attention of dealers is directed.

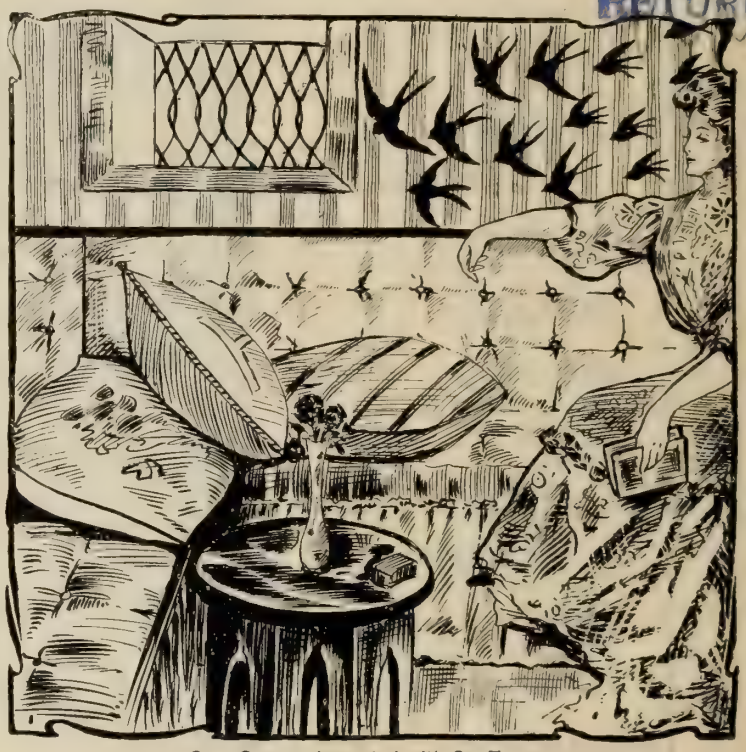
A Decoration of Swallows.

For the Summer cottage, the imitation swallows shown in the accompanying illustration afford an attractive and novel decoration. And not only are they useful in the Summer cottage, but in cozy corners, dens, clubrooms, the saloons of yaehts, etc. The set has sixteen swallows, the leader measuring twelve inches from tip to tip of wing, the rearguard measuring 5 inches, thus giving a perfect perspective. Full directions are supplied with each set. They are made by the Tower Mfg. & Novelty Co., 306 Broadway, New York.

Novel Leather Pillow Covers.

These pillow covers are made from fancy colored skins, in four shades, red, blue, brown and green, and are deeply fringed. On the face of the pillow are fastened, by means of leather strands, 8 or 10 comic post cards, hand-colored and burnt. The cards are grouped artistically around a centre piece of a contrasting shade of leather, and delicate tracery of flowers, leaves, cobwebs, and odd designs set off the cards. The cover is ready to receive the pillow, which is fastened in place by means of leather strands of a contrasting color. They are manufactured by Alfred Holzman, 340-342 Dearborn street, Chicago.

To the boom in picture post cards the postmaster general of Great Britain ascribes a decrease of one-half per cent. in the number of letters delivered last year in



Cozy Corner decorated with Swallows.

London. There were delivered in the United Kingdom 734,500,000 postals—an increase of nearly twenty per cent. and of these eighty per cent. were privately printed. The per capita allowance of postal cards in the Kingdom would be seventeen to each person. In many localities in the United States the post office facilities have been swamped by the excess of souvenir postals, while on the board walk at Atlantic City riots have been narrowly averted because the authorities had neglected to supply enough one cent stamps to meet the demand of the victims of carditis postale.

Flags.

Another essential for the Summer stock is a supply of flags. Both for decorations and souvenirs, flags are very useful. A very complete assortment of cotton and silk flags and bunting flags is carried by the Fancy Goods Company of Canada, Toronto. These embrace Canadian Ensigns, Union Jacks, Stars and Stripes, Irish Flags, French Tri-Colors, Royal Standards, etc.

WALL PAPER.

Wall Paper Situation Very Encouraging—Sales First-Class and Better Goods in Demand.

THE wall paper situation is very encouraging to merchants at present. So far the sales have been first-class, and there is every prospect of continued movement in the trade. A point which is to be appreciated is the high tone of the wall paper demand This cannot but cause the wall paper dealer much satisfaction. The reign of cheap goods is always found anything but a profitable proposition. The merchant is not satisfied with the profits he reaps ; the customer cannot be pleased with the inartistic designs necessitated by a low-selling price. For these reasons the increasing demand on the part of the public for high-class wall papers may be considered a good omen for trade. Of course the cheap goods will never be completely cleared off the market, since there are always some who will not pay a higher price than they have been accustomed to give, but they can be provided for easily.

Canadian Goods.

It is pleasing to note the marked progress made by Canadian manufactured goods. The industry, which only a few years ago was but a small affair, has now become one of the greatest manufacturing enterprises of the Dominion, and the fact that Canadian-made goods have gained such a place in the trade as they now hold should cause Canadians to feel proud of the firms which have built up this trade. Only a few years ago all our wall paper was imported—now the Canadian manufacturers are able to supply goods which very often far out-distance imported lines at the same price.

GOOD ASSORTMENT

Wall Papers

for Special Orders

For emergency orders send for samples from STAUNTON'S Quick Service—no delay.

Burlaps Dyed—Oil Coated—Double Sized.

Sanitas Sanitary, waterproof wall covering, for bathrooms, kitchens, etc.

Leatherole Permanent, high relief, leather effects, very richly decorated in oil colors.

Staunton's papers afford big profits to the dealer who handles them. They are easy sellers.

STAUNTON'S
Limited
Wall Paper Manufacturers
Toronto, Ontario

WESTERN ASSURANCE COMPANY. Incorporated 1851

FIRE AND MARINE

Head Office	Capital -	$1,500,000.00
Toronto, Ont.	Assets, over - -	3,460,000.00
	Income for 1905, over	3,680,000.00

HON. GEO. A. COX, President.

J. J. KENNY, Vice-President and Man. Director.

C. C. FOSTER, Secretary.

BRITISH AMERICA ASSURANCE COMP'Y

FIRE AND MARINE.

Incorporated 1833

CASH CAPITAL, $850,000.00.

TOTAL ASSETS, $2,119,347.89.

LOSSES PAID SINCE ORGANIZATION, $27,383,068.64.

HEAD OFFICE, - BRITISH AMERICA BUILDING, Cor. Front and Scott Sts., Toronto.

HON. GEO. A. COX, President. J. J KENNY, Vice-President and Managing Director
P. H. SIMS, Secretary.

Money

CAN BE SAVED BY MEANS OF AN ENDOWMENT POLICY.

YOU CAN ONLY SECURE SUCH A POLICY WHILE YOU ARE IN GOOD HEALTH.

Pamphlets and Full Particulars regarding the New Accumulation Endowment Policy sent on application.

Confederation Life ASSOCIATION

W. H. BEATTY, President.

W. C. MACDONALD, ACTUARY. J. K. MACDONALD, MANAGING DIRECTOR.

HEAD OFFICE, - TORONTO, CANADA.

GOOD ADVERTISING

The Editor of this Department will Answer Questions on Advertising and will Criticize Advertisements which may be Submitted to Him.

SOME EXPLANATIONS.

A Letter from Harry A. Woodworth

Editor Bookseller and Stationer,—In an editorial note in the April edition of your excellent periodical I notice a quotation from a letter of C. L. Nelles, of Guelph, referring to the advertising competition held by Bookseller and Stationer last Fall. As I happened to be the judge of that contest, I wish to correct an erroneous impression which Mr. Nelles evidently got from the arrangement of the paragraphs concerning the half-dozen or so winners in the competition, and also the reproduction of two of the ads.

Mr. Land's advertisement was shown, but it was not intended to rank first, as Mr. Nelles evidently thought. Doubtless by the same reasoning Mr. Nelles believed his ad had been awarded second place, for, if I remember aright, his was the only other advertisement reproduced. This idea is likewise wrong. Each contestant whose advertisement was mentioned (with the exception of one



A Capital Book Display
An Example of Show Window Advertising.

who did not fulfil the conditions of the contest) was adjudged worthy of a prize, and each was entitled to the choice of prizes which Bookseller and Stationer gave, and each, I believe, received his premium. Of course it is not meant to signify that any one ad was not any better than any other, but there were no "first and second prizes" in the contest, and the specimens submitted were of such uniform merit as not to call for any fine discrimination.

No attempt was made to place the toes of any one of the competitors in a higher niche than any other. When there were striking features about an advertisement their merits or defects, or both, were duly pointed out; but an ad defective in some ways might easily be a better one, because of some superlative excellences, than one which had no striking fault.

Mr. Nelles is, therefore, mistaken when he says that the decision he mentioned seemed to be that "of a man who approves more of the solid reading than the display side of advertising." Although I have had long experience in many branches of advertising, I have not yet acquired that ripe experience which would justify me in such a sweeping judgment. I have particularly tried, in my Department of Advertising-Printing in Printer and Publisher, to avoid any assumption of cocksureness as to such matters, for display-advertising, or solid-matter advertising, or advertising which is a combination of these, may each be good, bad or good-bad. (It's easy enough to learn to know a bad ad; but oh the subtlety of the good-bad!)

In judging the competition I wanted to show two different styles of advertising, and selected two ads which were good examples of each style. That was all. And I don't think it would do Mr. Nelles any harm to try the Land style, or for Mr. Land to try the Nelles style, in some of their advertising matter.

In short, it would not do the most of the readers of Bookseller and Stationer any harm to try more of various styles of local advertising. No matter how much general advertising may be done by publishers and wholesale stationers, it is true, in your business as in others where this axiom is far better recognized, that local advertising is the final encourager and amplifier of local trade.

I am glad, therefore, to see that Bookseller and Stationer, which seldom comes my way, has a department where local advertising is carefully discussed, and is on the way to making a permanent feature of the department devoted to that very important means of local publicity—the show-window. I am glad, too, to see how the importance of the subject of advertising is repeatedly called attention to in the advertising columns.

Hoping that the words of the Preacher, "Of making many books there is no end," may continue to be applicable, and largely because of GOOD advertising.

Yours truly,

HARRY A WOODWORTH.

A STRONG ARGUMENT.

The Book and News-Dealer, the official organ of the American Booksellers' Association, in the April number, contains an interesting summary and analysis of the best selling books in America in 1905, based on reports prepared expressly for the purpose, by more than one hundred of the chief booksellers of the country.

There were twenty-four different titles reported during the twelve months of 1905 as of the best selling books for the entire country.

From the standpoint of the publishers, the following will be of interest. Of the twenty-four successes, the Bobbs-Merrill Company published five; the Harpers, four; the Century Company, Dodd-Mead, F. A. Stokes and Henry Holt, two each; and Revell, Houghton-Mifflin, Macmillan, Little-Brown, Appleton, McClurg, and Doubleday-Page, one each.

A final analysis of these figures develops perhaps the most interesting fact of all, that the largest number of "best sellers" was sold by the most extensive advertisers, the Bobbs-Merrill Company. "In the face of these figures," asks the Book and News-Dealer, "who shall say that advertising does not create a demand?"

THE WAVERLEY SERIES OF PENS

Imported by all the Leading Stationers

They come as a Boon and a Blessing to Men.
The Pickwick, the Owl and the Waverley Pen.

Dealers make money in stocking the ***"Boons*** and ***Blessings."*** They are popular Pens throughout Canada. They are advertised and they are asked for. They are irreproachable in quality and give satisfaction to customers. They are asked for again and again.

We make pens to suit every hand—turned-up, turned-down, indented, oblique, square and round points.

Sample Cards and Trade Price Lists sent by return mail.

MacNiven & Cameron, Limited
Waverley Works, EDINBURGH

"ROB ROY" PENS

SOLD BY
ALL STATIONERS
in 6d., 1/- and
Gross
Boxes



This series of Pens is made of the same material, by the same tools, by the same process and at the same Works as the series of 'Waverley' Pens which Hinks, Wells & Co. have for 30 years and upwards (prior to Sept., 1901), manufactured for and supplied to the Proprietors thereof.

HINKS, WELLS & Co., Birmingham, Eng.

FINE LEATHER GOODS



MANICURE SETS

Hand Bags, Writing Cases,
Cigar Cases, Desk Sets,
Music Rolls, Etc., Etc.

MANUFACTURED BY

TRADE (R) MARK. **C. F. RUMPP & SONS** Established 1850

PHILADELPHIA, U.S.A.

NEW YORK SALESROOM:
683 and 685 BROADWAY.

CHICAGO SALESROOM
35 RANDOLPH ST.



DRESSING CASES

Fireworks

Sorting orders for

VICTORIA DAY FIREWORKS

Should be forwarded immediately.

The Kelk-Sutcliffe Co.

76 York St. below King, **TORONTO**

HIGGINS' PHOTO MOUNTER

(TRADE MARK)



NO adhesive on the market at the present time has proved of equal value or had a wider sale than HIGGINS' PHOTO MOUNTER. Its great popularity, not only among amateur and professional photographers, for whom it was originally made, but among business men and users of paste generally, has shown beyond all doubt that it has great intrinsic merit. It is not a flour or starch paste, but a *vegetable glue*—a product entirely new in the chemistry of adhesives. For mounting photographs, aristotypes, scrap pictures, and engravings, and for general use as a substitute for mucilage, it will be found most satisfactory. Be sure and stock *Higgins'* paste.

Higgins' American Drawing Inks
BLACKS AND COLORS
The Standard Liquid Drawing Inks of the World

CHAS. M. HIGGINS & CO., MANUFACTURERS
NEW YORK - CHICAGO - LONDON
Main Office and Factory, BROOKLYN, N.Y., U.S.A.

OUR PORTRAIT GALLERY

HECTOR PRENTER.

MR. HECTOR PRENTER, of Toronto, who has taken over the Canadian agencies held by the late W. Macpherson, was born and brought up in the trade. He is a native of Belfast, Ireland, where his father was engaged in the paper making industry. As a youth he entered the employ of the stationery firm of Marcus Ward & Co., in Belfast, later moving to the London office. From there as a young man he came to Canada, and immediately entered the employ of Hart & Riddell, with whom he has been connected for about twenty years.

The firms for whom he now acts as Canadian agent are McCaw, Stevenson & Orr, Limited, London, (successors to Marcus Ward & Co.); Thomas De La Rue & Co., Limited, London; C. J. Clay & Sons, Cambridge University Press; John S. Downing, Birmingham; Griffith, Farren, Browne & Co., London, and E. H. Wells, London. Mr. Prenter is a painstaking and capable business man, and knows the stationery trade thoroughly. He is at present working east from British Columbia.

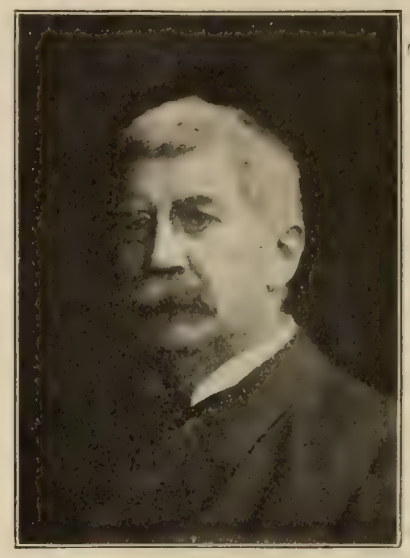


Hector Prenter.

A PRESIDENT RETIRES.

AT the annual meeting of the Dennison Mfg. Co., the tag makers, whose offices are in the principal centres of the American continent, Mr. Harry K. Dyer, the president, announced his retirement, and Mr. J. F. Talbot, vice-president and manager of the Chicago office, was elected to succeed him.

Mr. Dyer, the former president, retires from active interest in the firm to take a well-earned rest, but still retains a large business share. He has been for years a most conspicuous figure in this firm, and his ability and ingenuity have originated many of their specialties, while his energy and executive forces have contributed to their successful marketing. While president since 1892, like so many of the prominent men of to-day, he rose from the lowest rung of the ladder, entering the firm as an office boy. His career has acted as a stimulus to many identified with this firm.



H. K. Dyer.

Mr. J. F. Talbot, his successor, is likewise a man of sterling worth, and the progressive policy instituted by the former president will unquestionably be followed out. Mr. Talbot is known as a man of wide resources and exceptional ability, of which his rapid promotion in the firm is the best proof.

EGERTON CASTLE.

EGERTON CASTLE, author of "If Youth But Knew," was born in London in 1858. He was educated at the universities of Paris and Glasgow, and at Trinity College, Cambridge, went through Sandhurst, rose to be captain of the Royal Engineer Militia, and later prosecuted extensive studies in submarine mining.



Egerton Castle.

For ten years he was on the staff of the Saturday Review, since which time he has been editor of the Liver

pool Mercury. His lifelong devotion to swordsmanship, which found expression in his first book, "Schools and Masters of Fence," savors the atmosphere of his novels, most of which have their scenes laid in Europe in days before the disappearance of the code duello. A rendering into French of Robert Louis Stevenson's "Prince Otto" first called attention to Mr. Castle's gifts; and he took his place as one of the most delightful and enjoyable of modern novelists with the appearance in 1898 of "The Pride of Jennico." "Young April" and "The Bath Comedy" followed soon after. Some of his best books have been written, as is "If Youth But Knew," with his wife, Agnes Castle. His recreations, aside from fencing, include rifle and pistol shooting, cycling, etc.

NEW CANADIAN COPYRIGHTS

Registered at Ottawa during April, 1906.

Show Me the Way, O Father. Song. Words and music by Cleve M. Williams. Will. Rossiter, Chicago.

Madrilena. Intermezzo. By Eleanor Maclennan. The John Church Company, Cincinnati.

Hey Rube. Characteristic March and Two-Step. By N. M. Stoker. Jerome H. Remick & Company, Detroit.

The Light in Girlish Eyes. Song. Words by Raymond W. Peck. Music by Robert Hood Bowers. Jerome H. Remick & Company, New York.

Concise History of Iceland. Translated by Jno. G. Palmeson, from the Original Work in Icelandic. Book. Jno. G. Palmeson, Ottawa.

Twentieth Century Theology. Published in the "Argus," Montreal. Temporary Copyright. Henry Dalby, Montreal.

Flower Fancies. Fleur Fantaisie. By Chas. E. Wellinger. Music. Harry H. Sparks, Toronto.

Everybody Works but Father. Song. By Eugene Walker. Music. Harry H. Sparks, Toronto.

Toronto Junction Directory, 1906. Might Directories, Limited, Toronto.

A Peach Blossom. Song. Words and music by David Ward. David Henry Ward, Winnipeg.

The Red River Trail. Characteristic Two-Step. By David Ward. David Henry Ward, Winnipeg.

Selections from Longfellow. By John C. Saul, M.A. Book. Morang & Company, Limited, Toronto.

The Farmer's Handy Account Book. Frederick W. Thompson, Toronto.

Buster Brown. He Assists His Mother. Picture. Canada Newspaper Syndicate, Limited, Montreal.

Nlonda Kinkela. By Iner C. Wickware. Book. Rev. A. W. Roffe, Toronto.

Hear Us, O Father. Song. Words Adapted. Music by Lily Strickland. The John Church Company, Cincinnati.

Map of Black Bass and Salmon Trout Lakes and Canoe Route through the Rideau, Beverley and Charleston Lakes. Edward A. Geiger, Brockville.

The Law of Municipal Negligence Respecting Highways. By James Herbert Denton, LL.B., Osgoode Hall. Book. The Carswell Company, Limited, Toronto.

Dream Girl. Waltzes. By D. E. Harlem. Sam Fox Publishing Company, Cleveland, Ohio.

Dr. Bell, McIntyre and Brooks, who laid the First Line, at Home of the Telephone. Photo. Dr. Bell and Party and Home of the Telephone. Photo. Home of the Telephone. Photo. Dr. Bell in Door at the Home of the Telephone. Photo. Dr. Bell and Party on Verandah of the Home of the Telephone. Photo. Park & Company, Brantford.

Sweet Nothings. Song. Words and music by Ralph Clifford Jackson. The John Church Company, Cincinnati, Ohio.

Juliette. Intermezzo. By Alfred Rieger. Jerome H. Remick & Company, Detroit.

The Old Yew Tree. Song. By Clifton Crawford. Music. Jerome H. Remick & Company, New York.

Could You Read My Heart. Song. Words by Arthur Gillespie. Music by C. Blake. Jerome H. Remick & Company, New York.

The Life Agent's Manual. Book. Richard Wilson-Smith, Montreal.

High Grade Flim Flam Finance. Published in Newspapers and Magazines. Temporary Copyright. Henry B. Ashplant, London.

The Bachelors Pipe Dream Series. Engraving A. Engraving B. Engraving C. William Alexander McMaster, Toronto Junction.

When the Girl You Love Loves You. Song. Words by Harry Williams. Music by Harry Cooper. Jerome H. Remick & Company, New York.

Something Seems to Tell Me, I'm in Love With You. Song. Words by Harry Williams. Music by Egbert Van Alstyne. Jerome H. Remick & Company, New York.

A Laboratory Guide in Practical Bacteriology. By W. T. Connell, M.D., M.R.C.S., Eng. W. T. Connell, Kingston.

Les Joyeux Petits Contes Canadiens. Par Willy de Grecourt. Livre. Willy de Grecourt, Ottawa.

The Fletcher Johnston Shoe Club. Book. Fletcher Johnston, Stratford.

Love and Violets. With Violin Obligato. High Voice in D. Words and music by Florence Newell Barbour. The Sun Kissed Rose. Low Voice in G. Words and music by Florence Newell Barbour. To Daffodils. Low Voice in E. Words by Robert Herrick. Music by Florence Newell Barbour. Leonore Waltz. For the Piano. By L. M. Mulcaby. Courier of Fortune. March Two-Step. By F. H. Roosa. When I Looked in Thine Eyes. Song Poem. Words by E. M. Johnson. Music by Hedwig Schrey. Thy Presence. Nahe. Ludwig Uhland. For Medium Voice. English Version by Thekla Adam. Music by Henry J. Lautz. Op. 5. No. 3. Moonlight. Mond-Nacht. Eichendorff. Mezzo-Soprano or Baritone. Words and music by Henry J. Lautz. Op. 2. No. 3. Gather Ye Rose-buds. Herrick. Pflucket die Rosen. German Version by Mrs. A. Gerber. For a Medium Voice. Music by Henry J. Lautz. Op. 1. No. 5. My Love's Like a Red, Red Rose. R. Burns. Dem rothen Roslein gleicht mein Lieb. Music by Henry J. Lautz. Op. 1. No. 2. M. Leid, Toronto.

At Home. Photo. James Simpson, Banff, Alberta.

The Guide. A Manual for the Canadian Militia. Infantry. Compiled by W. D. Otter, C.B. The Copp, Clark Company, Limited, Toronto.

Muskoka Cottage Sanatorium, Panoramic view. Photo. Herbert William Gallichan, Gravenhurst.

Opening of Alberta's First Legislature, Edmonton, 15th March, 1906. Photo. Cassel M. Tait, Edmonton, Alberta.

Haliburton, Peterboro, Victoria Counties and Districts Directory, 1906-7. The Union Publishing Company of Ingersoll, Ingersoll.

The Approaching Storm. Photo. David Prosser Clara H. Mountcastle, Clinton.

Down by the Old Mill Stone. Song. By Frederick Zeigen. Music. Metropolitan Publishing Company, Detroit.

God Bless Our Home. Song. By Frederick Haermann Zeigen. Music. Metropolitan Publishing Company, Detroit.

The High School Poetry Book. Part III. Edited with Notes by John C. Saul, M.A. Morang & Company, Limited, Toronto.

Business Practice. Book. Kaulbach & Schurman, Halifax.

Canada. Song. Words and Melody by Clara H. Mountcastle. Accompaniment by Carol E. Newcombe. Clara H. Mountcastle, Clinton.

Practical Experience with Barn Yard Manures. Book. The Wilkinson Plow Company, Limited, Toronto.

Le Fleau Maconnique. Par l'Abbe J. Antoine Huot. Livre. L'Abbe J. Ant. Huot, Pass Christian, Mississippi.

A Parson's Ponderings. By G. J. Low, D.D. Book. Rev. George J. Low, Billings Bridge, Ont.

Interim Copyright.

Dorothy Manners. By Beatrice Weston McCallum. Book. Beatrice Weston McCallum, Ottawa.

The Spoilers. By Rex E. Beach. Book. The Poole Publishing Company, Limited, Toronto.

BEST SELLING BOOKS OF THE PAST MONTH.

As Reported by Leading Canadian Retail Dealers.

CHARLOTTETOWN.

1. "The Princess Passes," by Williamson. McLeod.
2. "Maid Margaret," by S. R. Crockett. Copp.
3. "The Dawn of a To-morrow," by F. H. Burnett. McLeod.
4. "Karl Grier," by Louis Tracy. McLeod.
5. "The House of One Thousand Candles," by M. Nicholson. McLeod.
6. "Hearts and Creeds," by Anna C. Ray. Montreal News Co.

COLLINGWOOD.

1. "Divine Fire," by May Sinclair. McLeod.
2. "Alton of Somasco," by Harold Bindloss. McLeod.
3. "The Jungle," by Upton Sinclair. McLeod.
4. "The Yarn of Old Harbor Town," by W. C. Russell. Musson.
5. "In Old Bellaire," by M. Dillon. Copp.
6. "The Girl from Tim's Place," by C. C. Munn. McLeod.

HAMILTON.

1. "Divine Fire," by May Sinclair. McLeod.
2. "The Truth about Tolna," by Bertha Runkle. Musson.
3. "The Scarlet Pimpernel," by Baroness Orczy. Briggs.
4. "Karl Grier," by Louis Tracy. McLeod.
5. "Alton of Somasco," by H. Bindloss. McLeod.
6. "Barbara Winslow, Rebel," by Elizabeth Ellis. Musson.

MONCTON.

1. "The Dawn of a To-morrow," by F. H. Burnett. McLeod.
2. "Alton of Somasco," by H. Bindloss. McLeod.
3. "Lady Baltimore," by Owen Wister. Macmillan.
4. "The Wheel of Life," by Ellen Glasgow. Musson.
5. "The Jungle," by Upton Sinclair. McLeod.
6. "The Idlers," by Morley Roberts. Page.

MONTREAL.

1. "Angel of Pain," by E. F. Benson. Lippincott.
2. "Lady Baltimore," by Owen Wister. Macmillan.
3. "Hearts and Creeds," by Anna Chapin Ray. Montreal News Co.
4. "The Wheel of Life," by Ellen Glasgow. Musson.
5. "A Motor Car Divorce," by Louise Hall. Briggs.
6. "First it was Ordained," by Guy Thorne. Musson.

OTTAWA.

1. "The Scarlet Pimpernel," by Baroness Orczy. Briggs.
2. "Lady Baltimore," by Owen Wister. Macmillan.
3. "Hearts and Creeds," by Anna C. Ray. Montreal News Co.
4. "The Idlers," by Morley Roberts. Page.
5. "The Angel of Pain," by E. F. Benson. Lippincott.
6. "The Conquest of Canaan," by Booth Tarkington. Poole.

PETERBORO.

1. "Karl Grier," by Louis Tracy. McLeod.
2. "Beverly of Graustark," by G. B. McCutcheon. McLeod.
3. "The Jungle," by Upton Sinclair. McLeod.
4. "The Arncliffe Puzzle," by Gordon Holmes. Poole.
5. "The Garden of Allah," by Robert Hichens. Briggs.
6. "Cowardice Court," by G. B. McCutcheon. Briggs.

QUEBEC.

1. "Hearts and Creeds," by Anna C. Ray. Montreal News Co.
2. "Nedra," by G. B. McCutcheon. Briggs.
3. "The Wheel of Life," by Ellen Glasgow. Musson.
4. "Karl Grier," by Louis Tracy. McLeod.
5. "Carolina Lee," by Lillian Bell. Copp.
6. "When It was Dark," by Guy Thorne. Musson.

ST. CATHARINES.

1. "The Long Arm," by S. M. Gardenhire. Poole.
2. "The Wheel of Life," by Ellen Glasgow. Musson.
3. "The Yarn of Old Harbor Town," by W. C. Russell. Musson.
4. "The Truth about Tolna," by Bertha Runkle. Musson.
5. "The Conquest of Canaan," by Booth Tarkington. Poole.
6. "Saints in Society," by Mrs. Saunders. Copp.

STRATFORD.

1. "Karl Grier," by Louis Tracy. McLeod.
2. "Lady Baltimore," by Owen Wister. Macmillan.
3. "Nedra," by G. B. McCutcheon. Briggs.
4. "The House of One Thousand Candles," by M. Nicholson. McLeod.
5. "Double Trouble," by Herbert Quick. McLeod.
6. "The Garden of Allah," by Robert Hichens. Briggs.

TORONTO.

1. "Lady Baltimore," by Owen Wister. Macmillan.
2. "The Brothers," by H. A. Vachell. Dodd.
3. "Peter's Mother," by E. de la Pasture. Dutton.
4. "The Angel of Pain," by the author of "The Challoners." Lippincott.
5. "Barbara Winslow," by Elizabeth Ellis. Musson.
6. "Lady Noggs, Peeress," by E. Jepson. McClure.

WINNIPEG.

1. "When it was Dark," by Guy Thorne. Briggs.
2. "Barbara Winslow," by Elizabeth Ellis. Musson.
3. "The Spoilers," by Rex E. Beach. Poole.
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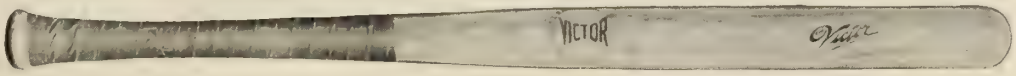
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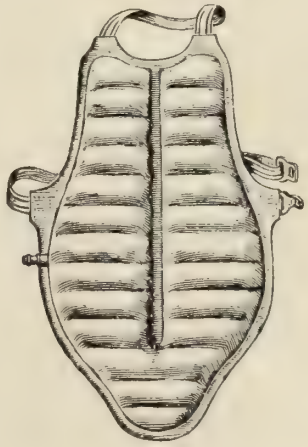
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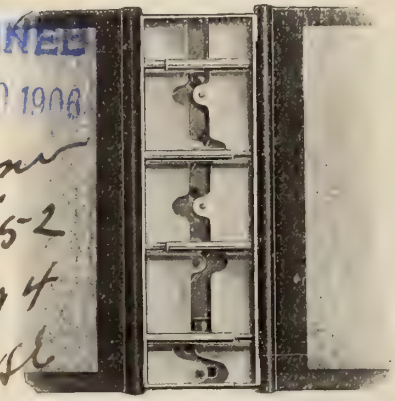
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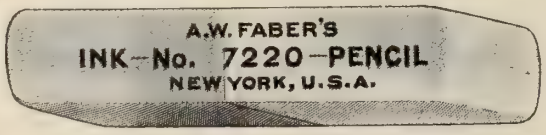
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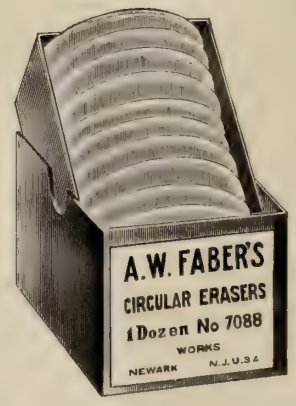
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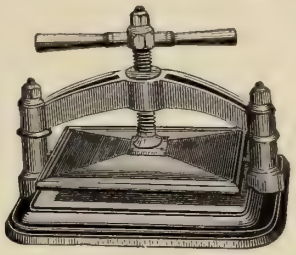
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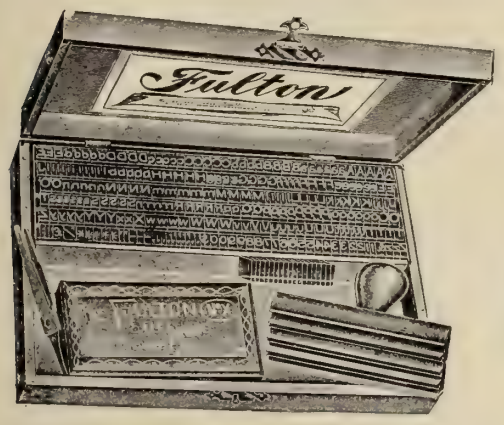
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Vol. XXII. MONTREAL AND TORONTO, CANADA, JUNE, 1906. No. 6.

AMONG THE PUBLISHERS

"Huntington, Jr.," is an attractive story by E. C. Root, which McLeod & Allen are bringing out this month.

Repeat orders for Maxwell Grey's "The Great Refusal" have been coming in, especially from Montreal. (Copp, Clark).

A paper edition of "When It Was Dark," by Guy Thorne, at 25c., is now on the market with William Briggs' imprint.

A paper edition of "A Lost Cause," by Guy Thorne, to sell at 25c., is being placed on the market by the Copp, Clark Co.

The new book by Jerome K. Jerome, the title of which has not yet been announced, will be published during August by the Musson Book Co.

A third edition of "The Scarlet Pimpernel," and a second edition of "A Son of the People," by the Baroness Orczy, will be ready shortly. (Briggs).

"Isabel Carnaby in Subjection" is the title of Ellen Thorneycroft Fowler's new novel, which will be ready shortly. William Briggs is the Canadian publisher.

The publishers are extremely gratified by the favor with which "Lady Baltimore," by Owen Wister, has been received in Canada. Re-orders from all parts of the country have recently been received. (Macmillan).

Among the June publications of the Copp, Clark Co. are "The Mystery of a Motor Car," by William le Queux, and "The Voyage of the Arrow," by T. Jenkins Hains. Both are issued in cloth and paper editions.

Paper editions of "The Red Reaper," by J. A. Steuart, and "Brothers of Peril," by Theodore Roberts, will be issued during the month by the Copp, Clark Co., at 75c.

A third Canadian edition of "First it was Ordained," by Guy Thorne, and a second edition of "Lady Betty," by C. N. and A. M. Williamson, have been published by the Musson Book Co.

"The Life of Animals" is the title of a profusely illustrated popular treatise on the animal creation by Ernest Ingersoll, which will shortly be issued by the Macmillan Co.

"Coniston," by Winston Churchill, will be published by the Macmillan Co. on June 20. This book has been long delayed and its arrival now, just before the holiday season, should be timely.

The June publications of McLeod & Allen include "The Fortune Hunter," by David Graham Phillips;" "By Wit of Woman," by A. W. Marchmont, and "The Challenge," by Warren Cheney.

Those who remember the popularity of "The Vagabond," by Frederick Palmer, will appreciate the merits of that author's new story, "Lucy of the Stars," which was published late last month by McLeod & Allen.

A new cloth and paper edition—the eighteenth in Canada—of "Tom Moore" has just been published by the Musson Book Co. This book first appeared about the time "David Harum" was published and it is still asked for.

It is announced that the Macmillan Co. will be the Canadian publishers of Rudyard Kipling's new serial, "Puck of Pook's Hill," now running serially in McClure's Magazine. The book will be issued during October.

"On Common Ground," the amusing story by Sydney Preston, author of "The Abandoned Farmer," is enjoying a capital sale in Toronto, near where the author resides, and is taking well in other districts. (Copp, Clark).

Those who were interested in W. S. Harwood's earlier book, "New Creations in Plant Life," will find still more to interest them in his "The New Earth," which has just appeared with the Macmillans in a $1.75 edition.

"The Garden You and I," by "Barbara," was issued on June 6. It is a handsome volume containing 25 illustrations, and should be welcomed by those who appreciated "The Garden of a Commuter's Wife." (Macmillan).

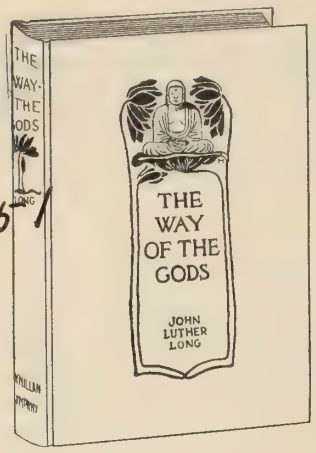
Miss L. Dougall's "The Spanish Dowry" is due this month with the imprint of the Copp, Clark Co.. Miss Dougall is a Montreal lady who has written several excellent novels, notably "What Necessity Knows" and "Beggars All."

Especially in Montreal has the sale of "The Vine of Sibmah," by Dr. Andrew Macphail, been good, possibly because the author is a resident of that city. The merits

of the story should ensure it a good sale elsewhere as well. (Macmillan).

What The Copp, Clark Co. consider their most important Spring book, "Made in His Image," by Guy Thorne, will be published during the month. The public will be eager to read this new story by the author of "When it was Dark."

"Sea Spray" is the title of a charming book of short stories, savoring of life on the ocean wave, by Frank T. Bullen, the famous writer of sea stories. It is



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attractively bound and illustrated. It was published late last month by the Copp, Clark Co., at $1.25.

The Macmillan Co. have just received a new line of color books of a particularly charming character. The titles are: "Oxford," "The Norfolk Broads," "A Wanderer at Large," and "The Land of Pardons." (Brittany). There are upwards of 100 illustrations in colors in each book. ($1.75).

The Musson Book Co. report excellent sales for their recent publication, "Pam Decides," by the Baroness von Hutton. An edition of one thousand copies was cleared out in two days. "The Wheel of Life," by Ellen Glasgow, still sells well and there is a good demand for "Lady Betty," by the Williamsons.

McLeod & Allen have just brought out the Canadian edition of Frank Lillie Pollock's "The Treasure Trail." They claim that this book is just as good as "Wings of the Morning." It derives added interest from the fact that its author is a naturalized Canadian, having spent most of his life in Toronto. (McLeod & Allen).

Following the recent Government investigations into the packing industry of Chicago, there has been a renewed demand for "The Jungle," the book which gave a start to the agitation against the methods of the packers. The book is in great request in Canada, where it ranks among the six best sellers. (McLeod & Allen).

The first of the twelve syndicate books, which are being issued month by month, following serial publication in leading newspapers, is now out. It is "The Rock in the Baltic," and is by Robert Barr. Well-printed and containing four illustrations in color, it has the appearance of a regular $1.50 book, whereas it sells for 75c. McLeod & Allen report an excellent sale throughout Canada.

A number of novels have just been issued in paper covers by the Macmillan Co., of Canada, for the Summer trade. They include "The Sea Wolf" and "The Game," by Jack London; "The Fool Errant," by Maurice Hewlett, and "The Road Builders," by Samuel Merwin, at 75c.; "Knock at a Venture," by Eden Phillpotts, at 50c., and "Dorothy Vernon," by Charles Major, at 25c.

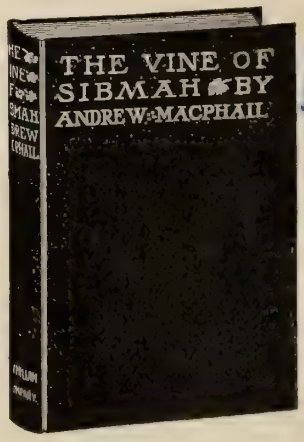
The latest addition to the York Library of George Bell & Sons, London, is "Transformation: or the Romance of Monte Beni," by Natnaniel Hawthorne, formerly published as "The Marble Faun." This story has taken rank as a classic along with "The Scarlet Letter," and it needs no introduction. The convenient edition in the York Library will be welcomed. (Cloth, 2s.; leather, 3s. net).

Frederick A. Stokes Company, New York, published early this month a new novel by Frank Danby, author of "Pigs in Clover," entitled "The Sphinx's Daughter." The novel is calculated to arouse much discussion because of its attitude toward the punishment of crime and conventional morality. The reformation of a Bohemian lawyer by the unselfish love of a good and beautiful woman is the theme of the book. (Cloth, $1.50).

Karl Edwin Harriman, whose clever bit of fiction, "The Girl and the Deal," proved so popular last year, has just brought out another love story entitled "The Girl Out There." This is a tale of country life, breathing the freedom and freshness of the open, and bringing in some of the best known types of rural characters, such as the country store-keeper, the village doctor, the wiley old miser, the bluff but kind-hearted farmer, the village postmaster, etc. (George W. Jacobs & Co., New York).

H. R. Whates, a well known English journalist, has written a volume on "Canada, the New Nation," which E. P. Dutton & Co. are to bring out in America. It is in two parts, and will be of interest to the settler, the emigrant, and the politician. In Part I. the author attempts to answer the question, Shall I emigrate to Canada? He also endeavors to portray actual conditions in the Dominion. In the second division he gives a definition and analysis of Canadian political thought. The book is the result of experience and observation, and is illustrated.

"The Mummy and Miss Nitocris" is the title of an exciting and mysterious novel by George Griffith, published by Werner Laurie, of Clifford's Inn, London. It is a tale of the reincarnation in present day people of a



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set of characters who thousands of years ago enacted a ghastly tragedy in Egypt. The adventures of Miss Nitocris Marmion, the daughter of one of Europe's most celebrated mathematicians and the five-thousand-year-old mummy, give Mr. Griffith material for an enthralling story. The book, which is issued in paper for the Canadian demand, has a specially designed cover by Mr. Charles E. Dawson.

BOOKS OF THE MONTH

BEACH, REX. — "The Spoilers." Toronto: The Poole Publishing Co. Cloth, $1.25. The trickery of some politicians, the prostitution of a court of law and the unconscious agency of a girl, combined, deprive a number of Alaskan gold prospectors of their claims. Among them is the hero—a stalwart American—who leads in a plucky fight for the recovery of the claims. He falls in love with the girl aforementioned, who assists him in the fight and ultimate victory crowns their efforts. The story is well told.

BINDLOSS, HAROLD.—"Alton of Somasco." Toronto: McLeod & Allen. Cloth, $1.25. This is a well-told romance of ranch life in British Columbia, giving a clear picture of the trials and hardships of the ranchers. It is also an admirable character study of a splendid type—the big-hearted hero—who takes the lead in the struggle of the ranchers against the inroads of capitalists and speculators. His experiences in discovering a lost silver mine occupy the main portion of the book, but there is also a love interest, which fills in the gaps.

BROWN, VINCENT.—"The Sacred Cup." New York: G. P. Putnam's Sons. Toronto: William Briggs. Cloth, $1.50. A story of English country life. Margaret Lyson, the heroine, is a very noble and lovable character, but one has some difficulty in deciding who the real hero is. Ostensibly Gilbert Canroys is the man, but one finds more heroic qualities in the little parson, Mr. Ferred, who, having the courage of his convictions, dares to follow the ethics of Christ in a difficult situation rather than the ethics of expediency. A very interesting story of the analytic order.

CROCKETT, S. R.—"Kid McGhie." Toronto: The Copp, Clark Co. Cloth, $1.50. Mr. Crockett has found his material for this very entertaining book chiefly in the slums of Edinburgh. The Kid is introduced to the reader at the immature age of nine as a lad having a pedigree without patrimony and further handicapped by a vicious parentage and environment, yet possessing a heredity of noble qualities bequeathed by some remote ancestor. His subsequent career, thrust upon him by necessity rather than choice, provided him with a training in vice and association with criminals, influences which he absorbed without assimilating. The instruments of his emancipation are the gentle city missionary, Mr. Molesay, with his gospel of humanity; Lord Athabasca, a colonial millionaire with his industrial reformatory for boys; and Patricia McGhie, whose beauty, wit and bravery charm the fancy and win the heart of the reader. The book possesses interest as a social study and is at the same time a charming story.

FROTHINGHAM, EUGENIA BROOKS.—"The Evasion." Boston and New York: Houghton, Mifflin & Co. $1.50. A well-written story of American social life. Two young college men of different types are suitors for the favor of the same girl. Under a somewhat strained sense of honor Dick Copeland submits to an injury inflicted upon him by Arthur Davenport, whereby not only his own career but also the happiness of the girl he loves are wrecked. Finally Nemesis overtakes the wrongdoers and virtue is rewarded. The characters are well drawn and the action is lively, so that the interest of the reader is never permitted to flag.

GRANT, ROBERT.—"The Law Breakers." New York: Charles Scribner's Sons. $1.50. The short stories comprised in this book are delightful as stories and interesting as studies. Mr. Grant discourses with a gentle philosophy not unmixed with humor on the inconsistencies of ordinary men and women. A close observer of motives and actions, he shows how often the generous impulse or the heroic spirit overrides cherished theories and well-thought-out rules of conduct, also that there still exist nobler standards of value than that which prevails in the commercial world. The author brings to his task the mental equipment of a keen yet sympathetic penetration and a sound philosophical judgment.

GREEN, ANNA KATHARINE.—"The Woman in the Alcove." Toronto: McLeod & Allen. Cloth, $1.25. With her usual skill and ingenuity Mrs. Green has contrived a murder case in which all the clues seem to point to one person, whom the reader knows must be innocent. The elucidation of the mystery then proceeds, and until almost the last chapter the reader is kept absolutely in the dark as to the criminal. Few of Mrs. Green's detective stories equal this in its boldness of conception and the skilfulness with which it is worked out.

HORTON, GEORGE. — "The Edge of Hazard." Toronto: McLeod & Allen. Cloth, $1.25. This is the kind of novel that absorbs the reader's attention, serves to wile away a few hours and yet leaves no very lasting impression. It is a harmless antidote to care and worry. In brief, it narrates the adventures of a clever young American society man, sent to Russia to look after an American store. He gets mixed up with the Japanese police, Russian spies and a charming Russian princess, whom he saves from a horrid fate. There are all sorts of thrilling adventures and the usual happy denouement.

HOLLAND, RUPERT SARGENT.—"The Count at Harvard." Boston: L. C. Page & Co. Cloth, $1.50. We seem to dip into a new world when we are introduced to the circle of "The Count" and his friends at the historic university. The happy Bohemian life of the fashionable students finds its expression in the sayings and doings of a typical member of their ranks, for the count is merely a somewhat eccentirc American college undergraduate. He is apparently purposeless; amusingly curious; witty to a degree; audacious and experienced in all the customs of the university. Yet underneath the mask we cannot help but feel that there is a man.

LINCOLN, JOSEPH C.—"Mr. Pratt." New York: A. S. Barnes & Co. Cloth, $1.50. No more amusing story-teller than Mr. Pratt, the Cape Cod fisherman, is to be found among this season's romancers. His humor is irresistible and his repartee so clever that no one dare try wordy warfare with him. By chance he becomes major domo and guardian spirit to two young New Yorkers, who are seeking to live the natural life. They secure a house on a little sandy island, where they consider themselves in paradise. Several other characters are introduced, all as a foil to the redoubtable Mr. Pratt.

LONG, JOHN LUTHER.—"The way of the Gods." Toronto: The Macmillan Co. of Canada. Cloth, $1.50. Mr. Long has great skill in picturing the love passion in words and in this story of Japan, with its quaint setting and its odd fancies, he has made the

love interest very human. Shijiro, the little soldier hero, parts from one love and takes up another with apparent ease. He is impulsive and lowers his caste to marry the girl he loves. Then he repents, but the love of the girl-wife is constant, and in the end it is she who takes his place on the battlefield.

LYNDE, FRANCIS.—"The Quickening." Toronto : McLeod & Allen. Cloth, $1.25. The story of Thomas Jefferson Gordon, boy and man. The son of a southern iron master, his mother's heart desire was that he should be a minister, but eventually he gives up the church, joins his father in business, and is able to save him in a time of keenest trial. The manner of his change of mind is told with the utmost skill, while his attitude towards the two girls in the story, the good and the bad, is cleverly sketched.

LYALL, DAVID.—"The Heritage of the Free." The Copp, Clark Co., Toronto. Cloth, $1.25. A story of the Disruption times in Scotland. With the simple directness of narrative which characterizes this well known and favorite writer, the struggle between Church and State which culminated in the establishment of the Free Church is clearly and forcibly presented. In the story of the Jardine family and their eviction from the manse, of Adam Howieson and his following in Kirknethan, and of the Laird of Glencairn and his beautiful, true-hearted wife, we have an illustration of what was going on all over Scotland at a period when religious freedom hung in the balance.

MACKINNON, A. G.—"Spiritually Fit : A Young Man's Equipment." Edinburgh : Oliphant, Anderson & Ferrier. Cloth, 2s. 6d. We have only words of praise for this admirable book of counsel, advice and encouragement for the young man. To-day, to be physically fit, is considered a great necessity in life's battle. By means of a close analogy, Mr. MacKinnon shows how much more necessary it is to be spiritually fit. This fitness involves the whole structure of the spiritual life and is intimately connected with spiritual growth. How to attain to a measure of its perfection is the theme on which Mr. MacKinnon enlarges.

MEADE, L. T.—"Loveday." Toronto : The Copp, Clark Co. $1.50. The interest in this pretty story arises out of an extraordinary will and a mistake on the part of a nurse whereby two noble lives are nearly sacrificed. The heroine courageously faces the situation and in the end right and justice triumph. Incidentally the ethics that should regulate the medical and nursing professions come in for a share of attention, a high standard being exacted.

OPPENHEIM, E. P.—"Mr. Wingrave, Millionaire." Toronto : The Copp, Clark Co. Cloth, $1.50. Through the treacherous conduct of the woman in the case, Sir Wingrave Seton is convicted of manslaughter and sentenced to a long term in prison. When he at length is freed, his mind is so embittered against humanity that he determined to wreak vengeance on every person who comes into contact with him, as well as on the woman who wronged him. He goes to America and becomes immensely wealthy, but he is utterly unable to carry out his evil purpose because of a vein of humanity in him which causes him to counteract secretly every outward act of wickedness that he does.

McPHAIL, ANDREW.—"The Vine of Sibmah." Toronto : The Macmillan Co. $1.50. Strong, virile, convincing, this book is not so much fiction as history in its most attractive form. Puritanism is presented as it was in old England at the close of the Protectorate and as it was in New England when transplanted over-seas. Life and vigor inspire the scenes and characters which pass in rapid succession before the mind of the reader in London, on the high seas, in the new colonies and in the wilds of America. Like his own Captain Phineas Pratt, the brave puritan-pirate, the author himself seems to be "a man of infinite resource and invention," and like his hero he has not only a "nice perception of the use of words," but also a wide range of knowledge which enables him to discourse with equal ease of things pertaining to warfare, navigation, the healing art or dialectics. Romance is not lacking. Captain Nicholas Dexter, true knight and true lover, after many adventures wins his lady love after the manner of the times in which he lived. We predict a wide popularity for this admirable book.

POWELL, FRANCIS. — "The Prisoner of Ornith Farm." Toronto : McLeod & Allen. $1.25. A tale of mystery and crime. Hope Carmichael, a beautiful young girl, is kidnapped and detained a prisoner at Ornith Farm, by Hollis Lannion, a gentleman by birth and culture but a criminal by profession. The young girl finally makes her escape, the mysteries of the establishment are laid bare and the nefarious practices of its owner brought to a close. Quite an unusual book both as to subject and treatment.

PRESTON, SIDNEY H.—"On Common Ground." Toronto : The Copp, Clark Co. Cloth, $1.25. The scenes and characters of this very readable book, which is written in journal form, are rural. A bachelor a little past the youthful stage and inclined to mild, contemplative ways, retires to the country in the hope of finding Arcadia. After a time ennui assails him, followed by a longing for companionship, and a very pretty love story is evolved. The common ground is reached in the similar experiences of several pairs of lovers of various degrees. There is a touch of humor in many of the situations and the book is distinctly clever.

THORNE, GUY.—"First it was Ordained." Toronto : The Musson Book Co. Cloth, $1.50. This is a novel with a distinct and outspoken purpose. It has been written to attempt to counteract the tendency in modern English society to escape the obligations of child-bearing. With its events transpiring in the year 1910, the author is able to paint a picture of an alarmingly decreasing population. To combat the evil, a society known as the Confraternity of the Holy Ghost is formed and it is with the work of this organization that the story is principally concerned. Among the characters there are many striking contrasts.

WARD, MRS. HUMPHRY.—"Fenwick's Career." Toronto : William Briggs. Cloth, $1.25. In the creation of John Fenwick, artist with the stamp of genius, this distinguished writer has produced a character of a different type from any she has hitherto attempted. Other characters there are of much interest, also descriptions of social life in London and Paris, but all are subordinated to the main study, which is Fenwick himself with his divine gift struggling for expression. His career is in the main a struggle against adverse material conditions. Moral issues are involved through the desertion of his wife, which places him in a false position socially. A moral catastrophe is imminent, from which he is rescued by Madame de Pastourelles, between whom and himself there exists a

platonic friendship. The author's name recommends the book, which is quite equal to any of its predecessors.

WILLIAMS, JESSE LYNCH.—"The Day Dreamer." New York: Charles Scribner's Sons. Toronto: McLeod & Allen. Cloth, $1.25. In this story we are introduced into the atmosphere of the political caucus and the city room of a great daily. The hero is a famous New York reporter. He is assigned to unravel a political tangle in which a fine old aristocrat, General Cunningham, is involved through the machinations of some ward politicians. It so happens that the reporter is in love with Cunningham's daughter, but because of the inequality of their social positions he dare not declare his love. Of course, the plot gives an opportunity for the happy solution of this problem.

WILLIAMSON, C. N. AND A. M.—"Lady Betty Across the Water." Toronto: The Musson Book Co. Cloth, $1.50. This is one of the half dozen outstanding books of the season. It is light and breezy; it gives a faithful picture of life in the American cities, even down to minute details, and its thread of a plot is charming. Few there are who will not fall in love with the pretty, vivacious English girl, who caused such a flutter in New York and Newport, and who will not sympathize with the fine nature of big Jim Britt, with whom she could not help but fall in love, despite his apparent obscure birth and poverty.

THE COLLINS PUBLICATIONS.

A RECENT visitor to Canada was Mr. A. B. Glen, representing the Old Country firm of William Collins, Sons & Co., Limited, publishers and stationers, Glasgow, with branches in London, Sydney and Auckland. A representative of Bookseller and Stationer upon calling on Mr. Glen was shown an extensive and interesting line of samples of the many publications put out by this firm. The Collins Company have long been known as publishers of the "International" clear type press Bibles, issued to meet the demand of the public for clear type and well printed Bibles. The Collins clear type press publications, which embrace standard fiction, juvenile literature, pocket classics and poetical works, have been eagerly welcomed by the public. The poetical works especially have made a great hit on account of the splendid workmanship in the printing, etc. Illustrations are numerous and are in black and white and colors, being the work of leading artists.

To those dealers interested in standard pocket classics by such authors as Dickens, Scott, Thackeray and others, the Handy Pocket Editions issued by the Collins Company will be found excellent sellers. Their low price and the clear type and attractive cloth and leather bindings put them within the reach and desire of all. Several new lines have recently been published by the Collins Company which include Bibles with views of the Holy Land, for the use of Sunday school teachers, and dictionaries for use in the schools of the country. This company has an excellent assortment of stationery requisites, such as blank books, exercise and scribbling books, and writing pads, all of which are artistically covered. Note papers and papeteries seen among the samples are too well known to the trade to require any words; suffice it to say the lines shown are all excellent.

BOOKSELLERS

Should stock these for their Summer trade—

"Isabel Carnaby In Subjection"
By ELLEN THORNEYCROFT FOWLER
Author of "Double Thread," etc.
Paper, 75c.; Cloth, $1.25

"Fenwick's Career"
By MRS. HUMPHRY WARD
Author of "Marriage of William Ashe," etc.
$1.50

"A Motor Car Divorce"
By LOUISE CLOSSER HALE
Illustrated in color. Paper, 75c.; Cloth, $1.25

"How To Prepare For Europe"
By H. A. GUERBER
With 16 maps, 100 illustrations, size 4½ x 6¾
Limp Cloth, $2.00 net

"Wesley and His Century"
By W. H. FITCHETT
Author of "How England Saved Europe," "Deeds That Won Empire," etc.
$1.50 net

"Purple Robe"
By JOSEPH HOCKING
Paper, 25c.

"When It Was Dark"
By GUY THORNE
Paper, 25c.

WILLIAM BRIGGS

29 to 33 Richmond St. W.
TORONTO

SOUVENIR CANADIAN CALENDARS

A MOST attractive series of Canadian souvenir calendars is being shown by Warwick Bros. & Rutter, Toronto. These goods are to be made up with special views of any desired town or city, in quantities that are within the reach of any stationer throughout the country. They can also be procured in any quantity desired with general Canadian views of renowned interest, such as the Dominion Parliament Buildings, mountain scenes, Niagara Falls views, and many others equally as famous.

This house issued a calendar of this nature last season, and they report that the demand was so encouraging that this year they have a series of some fifteen different styles of these Canadian made goods. The advance orders booked up to date are very satisfactory, and the trade evidently appreciate this line of local holiday goods.

One of the most striking designs is a triangular calendar, of four leaves, with a special view printed on each leaf, and an ornamental color scheme as a border, so designed as to show an effect which is typically Canadian in its coloring and suggestion.

Another most popular number is a four-view drop calendar. This is very artistic in effect, and will retail at a popular price.

Other styles shown are of patriotic designs, printed in tri-color and gold, with the views in colors; a dainty folding calendar, tied with ribbon, and several styles made up with gilt and dark oak frames.

The series deserves the careful consideration of the trade, as they would be most desirable little holiday gifts, especially to be mailed to friends outside of Canada.

These people have also just placed in the hands of their salesmen samples of a new folding Christmas card in different designs, which may be also had with local views printed on same in small quantities.

A FINE NUMBER.

THE June issue of the International Studio contains an article on the work of the American pictorial photographers, who form the society known as the Photo-Secession. A dozen of the best photographs by the foremost workers are reproduced in illustration. Leila Mechlin contributes an article on the Philadelphia Water Color Exhibition. The recent exhibition of the Minnesota State Art Society is described by Emma E. Beard. T. Martin Wood writes of "The Art of the late Arthur Melville," with illustrations, two of them being reproductions in color of water color paintings. The work of Agustin Querol, the Spanish sculptor, is discussed in an illustrated article by Charles Rudy. Two color reproductions accompany an appreciation of the "Drawings of L. Pasternak," by P. Ettinger. In a preliminary notice of the Royal Academy Exhibition are presented eight full page reproductions of some of the leading paintings and sculpture. Fifteen detailed plans for a week-end bungalow submitted in the studio competition are represented in full page reproductions. The studio talk is rich in material from San Francisco, Philadelphia, and European centres. The inserts besides those mentioned above include a tinted reproduction of the photograph by Eduard J. Steichen, entitled "The Big White Cloud," a colored reproduction of Parker Mann's "Morning Glow," reproductions of etchings by Emil Zoir and Frank Brangwyn and of a painting by Keller-Reutlingen of a street scene in Munich.

HURD'S HOLIDAY PAPETERIES.

THE holiday line of papeteries of Geo. B. Hurd & Co., 425-427 Broome street, New York, is a remarkably strong one in every detail. It is considerably larger than it has been in previous seasons, and the general attractiveness of the line also compares more than favorably with any that the house has ever shown.

The line is especially numerous and strong in the boxes to retail at 25c. to $1. Very many more boxes than ever before are shown at this range, and better values also seem to be available at the particular prices asked. The price at retail extends to about $10, the variety decreasing, of course, as the price increases.

The particularly noteworthy features about the line, other than those already referred to, are its extreme daintiness and the unique and original thought that is evidenced in a great many of the details. All of these go to add tone and that indescribable something that is always so much appreciated in the Hurd lines.

Two exceptionally striking ideas are shown in some rich oak mission boxes with legs, and in some upright boxes, the sides of which are hinged, and which when let down form a writing pad. In connection with the line the house is also showing in more elaborate form the handsome holly envelopes and cards with which it scored such a big success last year. These are handsomely lithographed, and may be had in the four best selling sizes.

Mr. John N. Morley, assistant to Mr. E. J. Kastner, manager and secretary of the L. E. Waterman Co., of Canada, Limited, Montreal, was married Wednesday, May 9, at Oakland, Cal., to Miss Ella Boletta Goodmundson.

Published by the Proprietors
of the
HARMSWORTH SELF-EDUCATOR
MAGAZINE

"My Weekly"

The New 5c. Weekly
Home Magazine

On Sale at All News Stores

INTERNATIONAL PUBLICATIONS LIMITED
(C. H. MURRAY, Managing Director)
Toronto, Ont.

Our Latest Novel Publications

A New Canadian Novel

On Common Ground

By Sydney H. Preston

Author of "The Abandoned Farmer."

"ON COMMON GROUND" shows the humor and charm of Sydney H. Preston's earlier works, but his new book contains a longer story and it is marked by a prominent love interest. It centres about a gentle bachelor, who, in the pursuit of happiness, retires to a small farm where he raises chickens and obtains happiness in an unforeseen way. The book is decidedly humorous. ***Cloth only, $1.25***

A Story of Adventure.

The Mystery of a Motor Car

By William Le Queux

Author of "The Czar's Spy," "The Spider's Eye," etc.

This breathless story of adventure will recall to many Hugh Conway's masterpiece.

Mr. Dugdale, the locum tenens of a country practice in England, is called upon one night to attend the victim of an alleged accident by a motor car, and in the course of a few days finds himself a central figure in one of the most desperate and ingenious conspiracies of modern criminal annals. ***Paper, 75c.; Cloth, $1.25***

Guy Thorne's Latest Book

Made in His Image

Other books by Guy Thorne :
"When it Was Dark," "A Lost Cause."

"MADE IN HIS IMAGE," Guy Thorne's new book, deals with the struggles of two Oxford graduates for the amelioration of the human race. Hazel believes in the incarnation and sees everything in the light of it, while Bosanquet is the high-minded sceptic. The strong dramatic scenes make the book a vivid and engrossing one.
Cloth only, $1.25

The Voyage of the Arrow

By T. Jenkins Hains

Author of "Black Barque."

This is another of T. Jenkins Hains' inimitable sea stories, in which piracy, storm and shipwreck are cleverly intermingled with vivid and picturesque descriptions of life at sea. ***Paper, 75c.; Cloth, $1.25***

Henry Northcote

By J. C. Snaith

Author of "Broke of Covenden."

Like "Broke of Covenden," "Henry Northcote" is replete with novel situations, which make it decidedly interesting and amusing. ***Paper, 75c.; Cloth, $1.25***

Sea Spray

By Frank T. Bullen

Author of "Cruise of the Cachelot," "Sea Puritans," "With Christ at Sea," etc.

"SEA SPRAY" is a splendid collection of short stories and essays written by Frank T. Bullen.

They have already been published in the "Country Gentleman" and "Daily Mail," where they were so favorably received that the author has been persuaded to publish them in book form.

The following are a few of the 27 subjects : "A memory," "The Lonely Vigil," "The Testing of the Mate," "The Poetry of the Sea," and "The Mystery of Selfishness." ***Illustrated, Paper, 75c.; Cloth, $1.25***

The Copp, Clark Co., Limited

Publishers, - Toronto

MR. BOOKSELLER:

It will pay you to keep

The Busy Man's Magazine

to the front.

The trade terms are right and the Magazine is pleasing everyone who reads it.

We will send a sample copy to any of your customers if you will send us the list We will advise your customers to purchase copies from you, or to place their subscription order in your hands. May we not hear from you?

The Busy Man's Magazine

MONTREAL TORONTO WINNIPEG

On August the First

we go to press
with the

SPECIAL

Fall Number

OF

THE BOOKSELLER

AND STATIONER

This year we intend publishing a number that will be even an improvement on our 21st Birthday number, which received so much favorable comment from the trade in Canada, Great Britain, and the United States, last Fall.

Advertisers should reserve extra space at once and get preferred positions.

The rates will be: 1 page, $25.00; ½ page, $15.00; ¼ page, $10.00.

Book Your Space Now.

The Bookseller and Stationer

Montreal
Toronto
Winnipeg

THE WESTERN NEWS AGENCY QUESTION

SOME FURTHER OPINIONS.

SINCE the April number of Bookseller and Stationer was published, bringing to the attention of the trade the crying need that exists in the west for a local news agency, several letters have been received from dealers at various points in Manitoba, Alberta and Saskatchewan. Nearly all of these dealers express the opinion that conditions are bad and that the only remedy is the establishment of an agency at Winnipeg. A reference is made elsewhere editorially to this matter, so that here we will content ourselves merely with reproducing some of the letters received.

W. W. Heming, Swan River, Manitoba :—"I feel that the trade are certainly not adequately served by the eastern news companies. Regarding the establishment of a western news agency, I am firmly of the opinion that the time is ripe for the establishment of a western news agency in Winnipeg. As conditions are at present, it's impossible for a dealer to give the public a satisfactory service in magazines."

* * *

D. J. Yonge & Co., Limited, Calgary, Alta.:—"We have had trouble at different times, but under the circumstances we have not very much complaint at the present time. We divide our magazine order between the Toronto and the St. Paul news agencies, and find that it works very well.

"We believe, though, that a great improvement would be made if there was an agency in Winnipeg. At present it takes from two to three weeks to get any change made in our standing orders with Toronto, and this delay could be avoided to a certain extent if our base of supplies were nearer.

"There are a few annoyances which could probably be easily remedied, such, for instance, as the delay in getting the Delineator in our hands. This publication is in the hands of subscribers and on the counters of their pattern dealers from three to seven days before we can get it. This tends to take the trade from the newsdealer and give it direct to the publisher. The same thing, though not so bad, exists in regard to Everybody's, and one or two of the others.

"The writer has been dealing with the Toronto News Company for some ten or twelve years, and on the whole their service has been satisfactory. But the time has come when we should have a western branch, as the conditions of the trade in the west demand it. A good deal of the western trade is now going to the United States branches. For instance in British Columbia a great many of the dealers get their supplies from Seattle, and in Manitoba, Saskatchewan and Alberta they draw on St. Paul. All this trade might be saved to the Canadian dealers if the proper steps were taken.

"We are very glad that you have taken this matter up, and we trust that there will be good results caused by the publicity you have given same."

* * *

Robert Sage, Lethbridge, Alta. : We do not think that we are adequately served by the eastern news companies and believe that the establishment of an agency in Winnipeg would be beneficial to the trade.

Pettingell & Van Valkenburg, Limited, Regina, Sask.: Our consignments from the news companies seem to come along all right and we handle a great quantity of them.

* * *

W. H. Hunter, S. Qu'Appelle : The news service in the west is both uncertain and inadequate. Until recently I have had my supply of magazines through eastern news companies, but the delivery of goods was so late that it was a constant menace to trade, and delivery was very uncertain, whereas it was quite useless to re-order lines of magazines which we had cleared out. I have recently made arrangements to have my magazines come direct from New York and in that way hope to have them earlier and at the same time make a considerable saving.

Regarding the formation of a western news company with headquarters in Winnipeg, I do not look on the scheme with any degree of enthusiasm. I do not think the country is ripe yet for such an organization.

To my mind the distribution of magazines should be on a different basis to what it is at present. Wherein does the news company serve the great mass of the newsdealers ? Why should I not have a standing order with the publishers of the various magazines I handle ? Don't you think that my customers and I would be vastly better served in that case than under the present arrangement ?

In this western country there are many whose postoffices are at outlying points and these frequently send for yearly subscriptions. Under the altered arrangements mentioned above this trade would be worth cultivating. I know you may consider this a very radical suggestion, but I think when considered from all sides it has some merit.

* * *

James McKay, jr., Prince Albert, Sask. : I am very glad to hear that something is going to be done about giving us better service in our magazine business. We are certainly getting a poor service from the Toronto and eastern firms. I get the bulk of my magazines from American firms now, and to get real good service I subscribe for them by the quarter—that is, I pay them for three months' subscription.

Keep up the good work, and do your best to get someone to start up in Winnipeg—it will pay. I would double my amount if there was. I get on an average of fifteen and twenty each of 10c. and 15c. magazines. I hope it will be started up in the near future as I am certain it would be most beneficial to all newsdealers.

* * *

The Regina Pharmacy, Regina, Sask.:—"We believe a news agency should be organized in the west. We are not getting the attention otherwise we are entitled to. Regina is the place for it."

BOOKS. Out-of-print books supplied. No matter what subject Can supply any book ever published. We have 50,000. rare books.
BAKER'S BOOKSHOP, John Bright St., Birmingham, Eng.

THE BASE OF SUPPLIES

FOR

SCHOOL REQUIREMENTS

IS

64 and 66 FRONT STREET WEST

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WHERE MAY BE SEEN THE MOST ATTRACTIVE AND SALEABLE LINES OF

SCRIBBLERS

EXERCISE BOOKS

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IN IMMENSE VARIETY AND WHICH WILL MEET WITH READY SALE FOR

SCHOOL OPENINGS

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DRAWING PENCILS, DRAWING PAPERS, SLATES AND SLATE PENCILS, NUMERAL FRAMES, INKS,

SCHOOL MAPS

PAINTS IN TIN BOXES, ARTISTS' BRUSHES, SCHOOL BAGS FOR BOYS AND GIRLS IN LEATHER AND CANVAS,

PENCIL BOXES

MATHEMATICAL INSTRUMENTS, COMPASSES, SET SQUARES, PROTRACTORS.

Ask to see our Samples before placing any orders

Prices are Right ——— Goods Shipped Promptly

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TORONTO

Manufactory:
67, 69, 71 COLBORNE STREET

Warehouse:
64, 66 FRONT STREET WEST

THE
BOOKSELLER AND STATIONER
and Fancy Goods Review.

Published promptly on the second Wednesday of every month.

The MacLean Publishing Company, Limited
President, JOHN BAYNE MACLEAN, Montreal.

Publishers of Trade Newspapers which circulate in the Provinces of British Columbia, Saskatchewan, Alberta, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, P. E. Island and Newfoundland.

OFFICES:

CANADA—
MONTREAL (Telephone 1255) - - - 232 McGill Street
TORONTO (Telephone 2701) - - - - - 10 Front St. East.
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PARIS, Agence Havas, 8 Place de la Bourse.

Subscription, Canada and the United States, $1.00.
Great Britain and elsewhere - - 4s. 6d.
Cable Address: "ADSCRIPT," London; "ADSCRIPT," Canada.

Vol. XXII. JUNE, 1906. No. 6

E. G. Nelson & Co, St. John, N.B.—"We find the Bookseller and Stationer a very great trade help and each issue better than the last."

A CANADIAN TABLE.

IT is surprising the number of new novels by Canadians that are appearing this year, as well as novels which have a Canadian setting. Most of these books rank with the best in contemporary English and American fiction. They are issued in editions as handsome as it is possible to produce for the money and they are quite as salable as the average modern novel.

To push the sale of these Canadian productions we would advocate "a Canadian table." Let this table be placed well to the fore in the shop and arrange a series of cards over it, which will direct the passer's attention to the fact that the books are Canadian.

Let us select a few of the books that may be placed on this Canadian table. We will not attempt to give a list of all of them, but just a dozen or so that come to mind at the moment. First is Sydney Preston's "On Common ground," an admirable Summer book; then Arthur Stringer's "The Wire Tappers," Dr. Andrew Macphail's "Vine of Sibmah," Frank Lillie Pollock's "The Treasure Trail," Cy Warman's "The Last Spike," Harold Bindloss' "Alton of Somasco," and Anna Chapin Ray's "Hearts and Creeds." Of more serious import we have Rev. John Mackay's "Religion as Friendship With God," Albert G. MacKinnon's "Spiritually Fit," and W. L. MacKenzie King's "The Secret of Heroism." In history there is William Wood's "The Fight for Canada," while that admirable reprint, "Wacousta," by Major Richardson, must not be overlooked. We might go back a few months and include Mrs. Yeigh's "Specimen Spinster" and R. E. Knowles' "St. Cuthbert's."

There are enough books in this list to make a good showing as a special exhibit, and we bespeak the attention of Canadian dealers to this important department. Let us do our best for these Canadian authors, who have shown themselves worthy of our support.

* * *

The Special Fall Number will be published as usual in August.

* * *

A SIX MONTHS' QUEBEC TRAVELERS' TAX.

A FURTHER amendment to the sliding scale tax on foreign commercial travelers doing business in the Province of Quebec, in the form of a six months' license, has not received adequate publicity, and the full import of the change is, as a consequence, not appreciated.

The sliding scale which took effect last March provided for the abandonment of the straight three hundred dollars yearly tax on all foreign travelers except those soliciting for liquor firms, and the substitution of a tax of one hundred dollars yearly on travelers selling only to the wholesale trade, two hundred dollars for those calling upon both wholesale and retail, and four hundred dollars for those selling consumers. The six months' privilege, in effect since May 1, provides for a license from 1st May to 1st of November, or from 1st of November until the 1st of May following, by paying one-half the amount of the full yearly tax. Thus a traveler for a firm outside of Canada calling on the wholesale trade in the Province of Quebec, instead of paying $100 pays only $50 for a six months' license, and a traveler calling upon the wholesale and retail pays $100, while one selling consumers pays $200, instead of $200 and $400 respectively.

This latter provision is decidedly more equitable as it practically cuts in half the obnoxious tax. To avoid taking out more than a six months' license foreign travelers must arrange their trips so as not to overlap the dates mentioned. Thus a traveler might enter the province in October and stay after the 1st of November, which would necessitate him securing another license good until the 1st of May following. Even where the retail trade is called upon dry goods travelers never spend as long as six months in the province. While the principle of the tax, as has been pointed out in these columns many times, is in restraint of trade, the amendment which really halves the tax has been received with favor, because it points in a measure to the final repeal of this revenue-making tax.

Foreign commercial travelers still make strenuous objections to the tax, but the Provincial Revenue Department is closely watching its collection, and evasions, which were at first effected, are now impossible. When interviewed in Montreal, the collector of Quebec provincial revenue outlined clearly the exact interpretation of many dubious points. For instance, a firm outside of Canada desiring to send a traveler to work the Province

of Quebec, to avoid paying the tax must have a bona fide place of business in the province at some centre where stock is carried and books kept. A favorite form of evasion, which is useless in this respect, is for a foreign firm to establish an agent in either Montreal or Quebec. While the resident agent has not to take out a license, a traveler from the headquarters of the firm, or any of its foreign branch offices, coming to the province to call on the trade with the agent, must pay the tax.

* * *

Advertisers should not neglect the opportunities afforded by the Special Fall Number.

* * *

QUITE A SCHEME.

A DEALER in books and stationery living not very far from Toronto has a very simple way of overcoming heavy express, freight or mail charges on consignments of books. He acts as his own expressman, and the way he does it is this. Once a month he takes a trip to the city and makes the rounds of the publishing houses, picking up a few copies of each of the books which he considers salable. These he conveys home himself, thus obviating heavy charges for carriage.

Of course it may be urged that his railway fare more than equals the charges on the books. But the merchant in question considers that his railway fare is more than compensated for by the new ideas he gathers in his visits to the wholesale warehouses, and consequently holds that he takes the books home free.

While this scheme is out of the question for most booksellers, still it illustrates the working out of an idea that deserves emulation. There is too little originality in the bookselling business, too little effort to better existing conditions. No obstacle is too high to be surmounted by a little ingenuity and originality.

* * *

Never tell all you know; for he who tells everything he knows often tells more than he knows.

* * *

GOLD IN BOOKS.

AT the recent banquet of the American Booksellers' Association at New York, F. Hopkinson Smith, the author, gave his opinions about the value of books. To his mind the nearer a story came to human truth, the greater popularity it would achieve. Human truth was the gold in the crucible of story production. He lamented a lack of that power in writing which made "David Harum" great, made "Trilby" emotionally powerful, and which thrilled the heart-strings in Thackeray's portrayal of the death of Colonel Newcome.

Booksellers will admit the force of Mr. Smith's remarks. To-day we would gladly welcome a book of the universal interest of "David Harum." True we have a few writers who picture human life as it is and whose books are in general demand, but their number is unfortunately small. As Mr. Smith pointed out, the productions of to-day are more along the line of "The Toothless Muck-Raker," "The Senate on Toast," and so on. These sell, of course, and sell in large quantities, but after all they picture a phase of life that is not pleasant and that no one cares to have forced on them continually. Humanity wants broader, manlier, and more optimistic treatment of the affairs of life.

* * *

To business that we love we rise betime and go to't with delight.

* * *

AN UNEQUAL EQUALITY.

JAPAN and the United States have entered into a copyright treaty, which has some peculiar features. The treaty protects the original work of an author of each country in the other country, but does not protect translations. Thus the work of a Japanese author, in its original form, is copyright in the United States, while any person is at perfect liberty to make a translation of it into English and publish it there, the same being true of the work of an American in Japan.

As viewed by the book trade press the American author obtains a slight advantage by this arrangement. The Japanese language is little known and little studied in the United States. Consequently a book in Japanese will have but a small sale, whereas, because of American interest in Japan itself, a translation would be salable.

On the other hand, the Japs are great students of the English language, and they would welcome a book in English, thus giving the copyrighted American book a lift to the advantage of the American author.

* * *

Many a ruined man dates his downfall from the day when he began borrowing money.

* * *

A CRYING NEED.

JUDGING from the opinions expressed by western dealers, in this number of Bookseller and Stationer, there appears to be no doubt but that there is an urgent call for a western news agency. Two months ago several Winnipeg dealers voiced the needs of the west, and now we have the opinions of others in Calgary, Regina, Lethbridge, etc. With almost unanimous voice they ask for the establishment of a western agency.

It must not be understood that the eastern agencies are at fault in themselves. They are acknowledged to be doing all in their power to give a good service to the west. But they are immensely handicapped by their long distance from the disaffected area. Slow transit adds to the difficulties of the situation.

Under the circumstances the only remedy and the natural one seems to be to have the service performed by an agency located right in the centre of the west. If the eastern agencies can establish branches there so much the better, for with their eastern facilities they would be able to strengthen their branches. But in the event of their failing to give relief at an early date, we believe some independent organization should take up the work and should receive the support of the western dealers.

LEADING CANADIAN STORES

CHARLES L. NELLES, GUELPH.

IN the centre of a splendid stone block, located on the upper part of Guelph's main street, is situated the store which Charles L. Nelles has occupied for the past eight years. Its front is much like that of the average store, but once the visitor has entered the door a somewhat striking individuality (if the term may be extended to a store) makes itself apparent. There is a roominess about the place that is characteristically absent from the ordinary book and stationery shop, while at the same time the visitor feels that there is also a completeness there that ensures the satisfaction of all his requirements.

The store presents a long and broad sweep to the eye, looking at it from the entrance. It extends back 110 feet, while its average breadth is 23 feet. Only a small section to the right, midway down the store, is fitted up with counters. The balance of the store's equipment, apart from the shelving on both sides, consists of handsome cabinets and big solid display tables, specially designed by Mr. Nelles. These tables can be moved around as required, thus giving variety to the store's appearance.

To the right of the main entrance a large display cabinet contains the stock of fine leather-bound books. The shelving on this side is given over to stationery and school books, while that on the opposite side contains a large stock of medium priced books. At the left of the entrance the first table is covered with the latest paper and cloth fiction. The various volumes are ranged along on racks, presenting an attractive appearance. Another table contains illustrated books and on another are placed a number of sets of books. A fourth is used for the display of fancy papeteries.

The entire rear section of the store, with the exception of the office, which occupies the right hand corner, is devoted to wall paper, in which Mr. Nelles specializes. Here he keeps the sample rolls, the main stock being stored on the two upper floors. The basement is used as a store room for moldings, curtains and baby carriages.

The business which Mr. Nelles has conducted in Guelph for the past fifteen years was founded by his father in 1878. Originally it embraced a great many different lines, but about every three years, according to Mr. Nelles, a department has been dropped. In fifteen years he has cleared out music and musical instruments, sporting goods, toys and games, fancy goods, and the delivery of newspapers. To-day the business embraces merely books, stationery and wall paper.

This diminution in the number of lines carried is not a retrograde movement. On the contrary, Mr. Nelles has found his policy highly successful, and believes that in the larger centres of population it pays to specialize and to gain a name for high-grade goods.

Mr. Nelles is keenly alive to the need of keeping well posted on all matters pertaining to the trade. He visits Toronto wholesale houses at frequent intervals, and reads his copy of Bookseller and Stationer every month. He is also a persistent advertiser, believing strongly in the efficacy of printers' ink.



The Fine Stone Block in which the Nelles store is located.

RETURNED
JUN 18 1906
J. Owner
Cut Book 5-1
Page 64
W Sto

RETURNED
JUL 14 1906
Cut Book
page 87.
R.M.



General View of the Interior of the Nelles Store.

RETURNED
JUL 14 1906
Cut Book
page 87.
R.M.



Special Book Displays.

"WATSON-FOSTER"

WALL PAPERS

AT

FLAT PRICES

FOR

1906-1907

OUR NEW LINE—THE STRONGEST IN EFFECT AND VALUE YET OFFERED BY US—WILL BE PRESENTED SHORTLY.

IN RESPONSE TO THE WISHES OF THE LARGER NUMBER OF OUR CUSTOMERS THE PRICES OF **WALL BORDER AND CEILING** WILL BE THE SAME.

THE WATSON-FOSTER CO., LTD.

MONTREAL

WALL PAPER

AT the present time the manufacturers are very busy with their samples for the next season. The season, according to what can be gleaned at this date, will be replete with novelties of every description. It is promised that the lines placed on the market this coming season will be better and of greater range than any seen heretofore. It is as yet a little too early to go into the matter of samples for the next season, that is to speak authoritatively on them, inasmuch as the manufacturers themselves have not yet completed their plans as to colorings; final decisions as to patterns and other matters still occupy the attention of many. A record season is anticipated on all sides, however, and steps are being taken which will place the trade in a position to fill all demands.

Possibly the outstanding feature of the new samples will be the brighter colorings. A richer coloring scheme is demanded and the mills have turned out already many neat designs. One large manufacturer stated he was convinced that red was a past favorite. Red, which has had such a run in the past, apparently has given way to greens, browns and greys, which are expected to be excellent sellers. Greens and greys are held to be the favored shades by a great many, while others give preference to browns in place of greens.

Flat effects are prophesied for next season, many being of the opinion that they will be largely used. For the high-class trade German characters in fine coloring effects are being shown, among other lines.

The staple cheap lines do not show any great changes for the coming season. There are the usual number of new patterns and some good designs rather out of the usual will be shown.



RETURNED
Jan 24/06
The Canner
and Bookseller
page 13
Feb 6

FIGURE UP YOUR SALES OF

WALL PAPER

You will find that out of last season's sales you made your biggest profits on the Staunton lines. Two ways to prove it—selling price over cost price, and so little Staunton stock among the "left-overs." Another reason why Staunton Wall Paper is best to carry is that in originating the season's patterns and colorings Stauntons get closest to what the actual demands of the market will be.

Stauntons' Travellers

will soon be on the road with samples for 1907. Don't place an order until you see their new colorings, new designs and new prices.

STAUNTONS

LIMITED

Wall Paper Manufacturers — Toronto, Ont.

THE FLAT PRICE.

SOME years ago a number of the American wall paper manufacturers formed themselves into a trust known as the National Wall Paper Company. This was followed by the establishment of a second combine, the Continental. The two united in a working agreement to steady prices. In course of time both were dissolved, and the factories again came under independent control. As a natural consequence very strong competition sprang up, with the inevitable cutting of prices. The purchase of some lines very cheap suggested a new idea to a jobber. It was that of selling border at the same price as sidewall and ceiling. Other jobbers took it up, and the operations of their book men forced the retailer to fall in line. Then the manufacturer had to accede to a general demand that he adopt the flat basis. This is, in brief, the history of the new selling method, originating across the line, and only becoming general in Canada this season.

Selling "flat" means that the manufacturer takes his prices on border, ceiling and sidewall and equalizes them, so that he is able to sell all at one price and make the same profit as before. It is simply a re-apportionment of profits, in which the original figure accruing from the individual prices is to remain undisturbed.

Is it a natural or unnatural development? The consensus of opinion seems to weigh heavily on the latter side. Canadian manufacturers fought against it for several years, and not until this year did they feel that

they were warranted in making the change. Defects and disadvantages are apparent, but it is hoped that these will suggest their own best remedy.

Has the flat basis come to stay? There is no division of opinion as to this. It has. The key rests in the price of borders. When they were sold separately the consumer had before him the relationship which the price bore to that of sidewalls and ceilings. Now that it has, apparently, been lowered it will be almost an impossibility to revert to the former system.

One Canadian manufacturer gave the following illustration in support of his contention that the flat basis is a violation of correct principle: "Our sampling cost on a border is just as high as on a sidewall. Let us say that it costs us $500 for the pattern rollers, design and making up of samples. We sell 10,000 rolls of sidewall, and that returns to us the initial expense. This amount of sidewall will require about 1,400 rolls of border, and this gives us only $70. It is the wrong way to go about it. Border means greater outlay proportionately, and we should get more for it out and out."

The representative of another manufacturing firm considered that the flat basis would have to be given some time before it could be seen just how it would work out. The adoption of this method was to a large extent forced by demand from the dealers.

One Toronto jobbing and retail establishment has been a strong advocate of the flat basis in past years. The important reasons advanced are that it simplifies the work of the dealer, and regulates the price of border.

Other retailers are not favorably disposed towards the flat price. They say there is a right way and a wrong way to go about everything, and in this case the latter prevails. It is not in accordance with well-established principle to sell border at the same price as sidewall and ceiling. By the new system they figure on the same profits as before.

Of course the fine grade borders, the prices of which run high, will never be sold flat. These are the independents, such as landscape friezes, scenic borders, and those matching ingrains. In this class come hand-made goods.

Under the circumstances the trade should meet the new conditions as speedily as possible. The change will be permanent, and those who are slow to conform to it will give their competitors capital to work on. Papers marked in the old way can easily be placed on the flat basis by figuring out the equalized price.

Manufacturers state there will be no disturbance of quality in the lines which they have been turning out. However, a certain demand will call for one or two new grades at the cheapest prices. A marked increase in the quality of border sold is predicted as the result of the flat system.

AN EXQUISITE ART LINE.

THERE is an indefinable something about the art productions of E. W. Savory, Limited, of Bristol, England, which differentiates them from the work of all other publishers. They possess a charm all their own, which makes comparisons with other lines useless. This is not said in any spirit of disparagement of the goods shown by other manufacturers, but merely as a statement of fact.

In looking over the samples for Fall and Christmas, 1906, the pervading note seems to be a delicate and refined treatment of a large number of attractive subjects. There is perfection throughout, the same proportion of care having been bestowed on the cheapest and smallest card as on the large and high-priced one. Even the mounts have been carefully selected as well as the other materials which go into the productions.

From the artist's standpoint, the contributors to the series rank high in art circles. Such names as Archibald Thorburn, Edwin Noble, Tom Mostyn, F. G. Lewin, Will Kidd, C. E. Brock, J. MacWhirter, Alice Manly and Jules Delaroche will be found subscribed to the different creations. They have produced animal studies, figure sketches, landscapes, marine subjects, "Dutch" subjects and humorous pictures in great variety.

In calendars, the treatment is usually carried out on a white mount, tied with rich silk cords in place of ribbons. Among them the ivory miniature style and the hand-colored platinotypes are especially attractive. Turn-over calendars, desk calendars, engagement calendars and the new blotter style are shown in wide variety. Prices range from $1.20 to $25.20 per dozen.

Savory's picture publications are principally in carbon, hand-colored platinotype and photogravure. George Wright's sporting pictures are among the most popular subjects. For the convenience of purchasers, various portfolios, each containing four proofs on Japanese vellum, have been prepared. The pictures shown in Canada range in price from 20c. to $5 each.

As usual, there is a tremendous showing of Christmas cards. These embrace all the Savory subjects in a great many different styles. Cards with relief stamping in bronze effects, etchings, plain and colored, and hand-colored folders are among the choicest productions.

In this department the private greeting card is again prominent. Several new Canadian designs will be found to appeal to the people of the Dominion. These bear the various coats of arms of the provinces, maple leaves and other characteristic emblems. The private greeting cards range from $5 to $75 per hundred.

The picture post card is also to the fore. The Savory cards all bear the ear mark of quality and look almost too good to be consigned to the tender mercies of the post office authorities. They include all the subjects to be found in the other lines and sell from $2 to $6 per hundred.

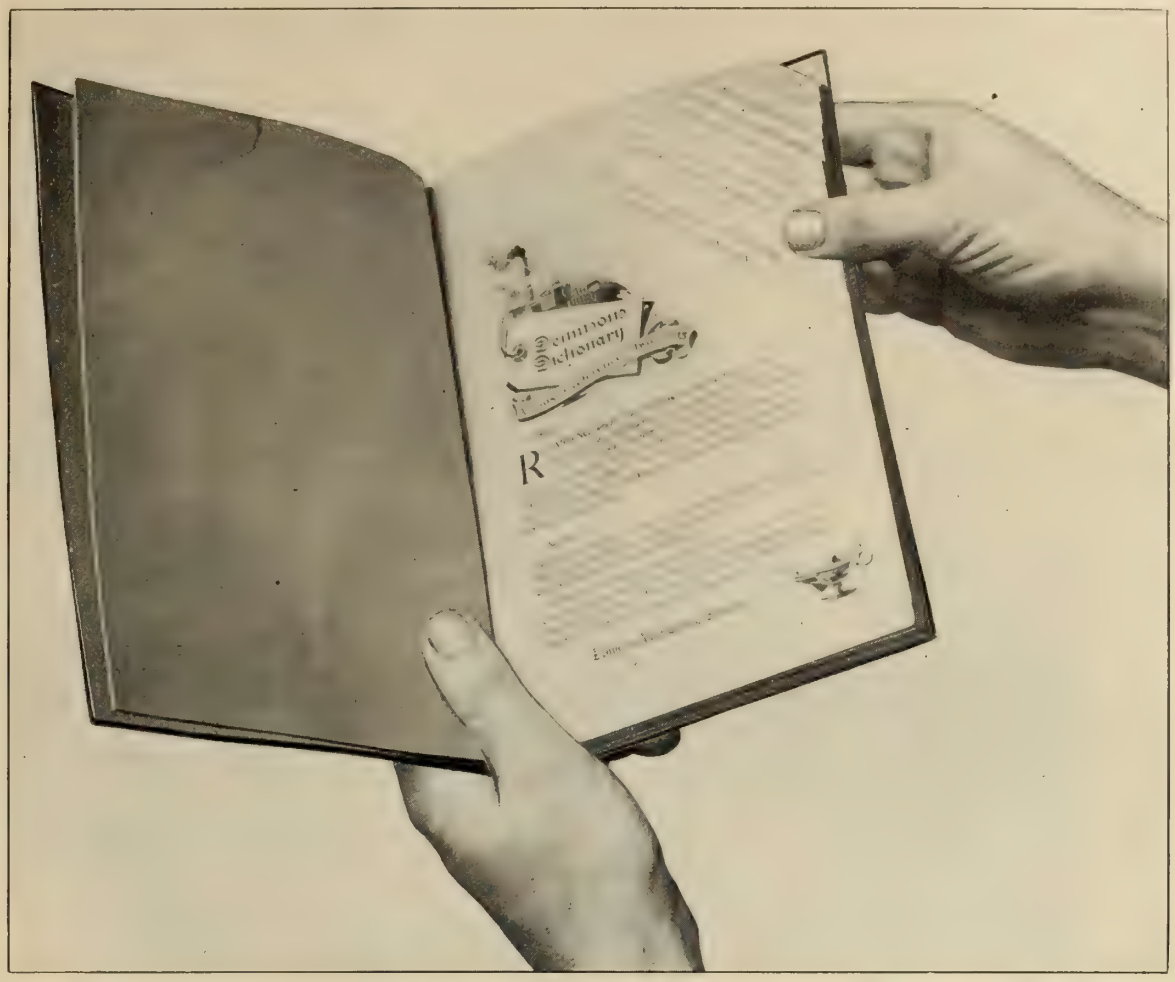
The Savory line is again being shown in Canada by Menzies & Co., of Toronto, sole agents for the manufacturers.

CHRISTMAS CARDS.

WHEN "Christmas cheer" is no longer understood, when the bright faces and merry laughter of happy children no longer afford us pleasure, when human hearts have ceased to respond to the all-potent power of love, when the anthem sung by the heavenly host on the Bethlehem plain shall find no echo in man's soul, and "Peace on earth, good-will to men" shall fail to inspire us with a sense of our common brotherhood — then, but not until then, will Christmas cards cease to find favor in the eyes of nations.

Who will say what power for good has not been exercised by these beautiful and expressive messengers? Throughout all the civilized world do they go, silent but powerful, bearing proof of friendship, fealty and affection. From Greenland's icy mountains to India's coral strand, from Africa to Alaska and to every part of the great American continent, glad tidings are conveyed and hearts made happy by these voiceless visitors.

For more than a quarter of a century, Raphael Tuck & Sons have taken a high place as the creators of all that is best and most desirable in the world of reproductive art and nowhere is found more conclusive proof of their well-earned position than in their galaxy of Christmas and New Year cards. Their collection for the season 1905-6 gives but added evidence of their seemingly inexhaustible wealth of resource and unrivalled skill.



Another Dennison Development

¶ The latest creation from the house of Dennison is Dennison's Dictionary—a book of 17 departments, 232 pages and 460 illustrations. It is pronounced the most remarkable book ever issued for creating more business. An unusual method of indexing directs the reader right to the article desired, for every one of the thousand home and business needs that Dennison supplies. It presents new ideas, original suggestions, hundreds of unusual ways of using Dennison materials.

¶ The illustrations are superbly done in colors; the descriptions are alive with interest. Every page teems with new reasons why the reader should ask for Dennison's Goods.

¶ Dennison's Dictionary is part of the Dennison advertising campaign. It is an expensive book, yet we are distributing it broadcast that you may do more business. Are you ready to reap the harvest?

¶ Every stationer owes it to himself to send for complimentary copy of Dennison's Dictionary. It is truly a revelation in business possibilities. Shall we send you one to-day, prepaid?

Dennison Manufacturing Co.

The Tag Makers

BOSTON, 26 Franklin St.
CHICAGO, 128 Franklin St.
NEW YORK, 15 John St.
MONTREAL, Coristine Bldg.
PHILADELPHIA, 1007 Chestnut St.
ST. LOUIS, 413 North Fourth St.

A VISIT TO A CANADIAN ENVELOPE FACTORY

WHEN one pauses to consider the number of envelopes which are manufactured each day in Canada, it is matter of wonder where they are all used. When one further considers the amount of money that must be expended in paying postage on the great majority of these envelopes, the wonder is considerably increased; while to the visitor, who is so fortunate as to be able to see a big envelope factory in operation, the magnitude of the production is brought home with irresistible force.

In the largest specialized envelope factory in Canada, that of the Barber-Ellis Co., Limited, at Brantford, Ontario, the production approximates 750,000 envelopes per day. There is installed at present equipment for a possible production of a million and a quarter envelopes, but by turning out a lesser quantity the factory is kept in even operation day in and day out. In about a year it is hoped to raise the average daily production to the million mark.



General View of the Envelope Machines.

This heavy production of envelopes necessarily occasions a great consumption of paper. In the cutting room one hundred and fifty reams are used each day for all purposes. Much of the paper is imported direct from Scotland, though a good deal is provided by Canadian mills. The paper on arrival in cutting room is divided into reams, and each ream is cut up into the required shapes by means of dies and power machines. The die is placed in position on top of the pile of sheets, the automatic weight comes down and the die is driven clean through the pile. This process is continued until the paper is completely cut up. Of course there is considerable waste, all of which is baled and shipped back to the paper mills. The paper is now ready to pass through the envelope machines. Each piece is in the shape of an envelope completely opened out in all four directions. The machines gum, fold and count out the envelopes.

Of all the ingenious devices invented by man, the envelope machine is one of the most interesting. To the eye of the inexperienced it appears the most complicated aggregation of different shapes and sizes of metal imaginable. But after a little examination the simplicity of the process begins to dawn on the mind of the observer.

Let us follow the process from the beginning: The pile of paper cut to the required shape, as described before, is placed on the machine. Two padded arms, on which glue has been spread by rollers, descend and lightly touch the top piece of paper all around its edge. The paper adheres, and as the arms rise the paper is carried up a short distance. At this point another pair of steel arms reach out from the machine and, catching the paper, draw it horizontally into the centre. Thereupon a piece of metal, shaped just the size of the folded envelope, drives down on the paper and carries it through an opening into which it just fits. This gives the proper fold to the paper. Almost simultaneously arms descend from three sides and bring three of the flaps together. A fourth arm gives a fold to the upper flap, which forms the open end of the envelope. The completed envelope is flipped over on a moving chain, which carries it round to the operator. By the time it reaches her the gum is dry and the envelopes are ready to be done up in packs of twenty-five.

The process on the machine just described is used in the case of all the standard envelopes, each machine being capable of turning out one size only. But there are in the Barber-Ellis factory several machines operated on a somewhat different principle, which admit of adjust-

ment for various sizes. In these machines the paper, instead of being lifted up into the machine, is sucked in by means of compressed air and carried through on rollers. Otherwise the process is much the same.

These machines, then, can turn out envelopes either open-end or open-side, up to a size measuring 7 inches by 10½ inches. For larger sizes recourse has to be had



Section of the Stock Room.

to hand manufacture. A department is devoted to this special work, and the girls who make these hand-made envelopes attain a wonderful degree of skill in their production.

Ten machines are kept constantly at work on the standard commercial sizes, Nos. 6, 7, 8 and 8½, while new designs are constantly being added. A large stock, amounting to 20,000,000 envelopes, is always kept available for immediate shipment in the extensive store rooms.

In addition to the manufacture of envelopes the Barber-Ellis Co. have facilities for printing envelopes with great rapidity. Their machines print the envelopes before they are folded, thus enabling purchasers to have printing done on both front and back of an envelope at minimum cost. This phase of their work is receiving careful attention, and will be considerably developed in the future.

In their factory they also produce a line of standard-priced papeteries, which they turn out at the rate of 1,000 per day, as well as a full line of tablets. These goods have long been known to the trade. Their plant includes ruling and embossing machinery for this particular work. A close proximity to the factory of the Brantford Box Co. ensures them of a constant supply of paper boxes for boxing up their envelopes and papeteries.

Located close beside the main line of the Grand Trunk Railway, and just on the outskirts of Brantford, the company enjoy excellent shipping facilities and splendid working conditions. Shipments are made bi-weekly to Winnipeg and almost daily to Toronto and Montreal, the active service of eight travelers throughout the Dominion keeping things moving.

When Barber & Ellis decided to rebuild their factory and warehouse in Brantford, after the fire in Toronto, instead of in the latter place, many shook their heads and doubted the wisdom of the move. Time has, however, justified the foresight of the company. To-day they find Brantford quite as central as Toronto, material can be shipped in just as cheaply, and the finished goods shipped out just as promptly, while in the matter of labor a great saving has been effected. Ever since the factory started operations in July, 1904, it has continued to expand.

The factory and warehouse at Brantford are in charge of Mr. F. M. Ellis and Mr. Charles G. Ellis, through whose kindness Bookseller and Stationer was able to inspect the factory.

UNITED STATES OUTPUT OF PENCILS.

THE number of pencils used in the United States annually, if divided evenly, would leave only two for each one of its population. A pair of pencils a year would be a small allowance for those requiring them every day. Yet, at this rate, when the total of about one hundred and sixty million for the whole country is calculated, one cannot help wondering how it is possible to consume such a vast number of pencils. Some of the pencils are "made in Germany," but of the entire number that Americans use nine-tenths are of home manufacture. A considerable quantity of this article is also exported as well as imported. The pencil factories of the United States employ upward of two thousand people, paying them about $700,000 in wages every year. America's annual output of pencils is worth $2,000,000.

The wood most commonly sought for making pencils is Virginia or red cedar, which grows abundantly in the south, especially in Alabama and Florida. Europe, having nothing as good among its own trees for pencil covering as Virginia cedar obtains its supply of this material from the United States. But the American manu-



The Hand Folding Room.

facturer is compelled to go abroad for the graphite contained in pencils. Mexico, Bohemia, Ceylon and Siberia yield the best qualities of graphite. The preparation of graphite, of which, with clay, pencil lead consists, is an important industry in itself, and it has its home in Germany.

MONTHLY REPORTS FROM TRADE CENTRES

MONTREAL.

Merchants Busy With Tourist Trade—Stationery Selling Freely—Art Books in Demand in Some Sections.

Office of BOOKSELLER AND STATIONER,
232 McGill Street, Montreal.
June 12, 1906.

MONTREAL bookstores report having had a better month's business for May than for April. Trade generally seems to be improving. The tourist trade is occupying the attention of the booksellers at present, and all preparations for it are now complete. Some of the larger stores are devoting one large table specially to the needs of the tourist. Guide books, views of Montreal and vicinity, and books dealing with Canada generally occupy places thereon. This table is stood in a place where it cannot miss the eye of anyone entering the store, and consequently is a good medium through which to bring different articles to the notice of the traveling public.

* * *

Pictorial post cards are having an excellent sale. Those lines showing Canadian Summer scenes are very much in demand, as indeed are all cards depicting views of this nature. Comic lines are also controlling considerable trade.

* * *

Not many new books have appeared in Montreal during the month. Such few as have been offered, however, are selling very well. Mrs. Humphry Ward's new book, "Fenwick's Career," is one of the new novels and has sold remarkably well since publication. The sequel to "Pam," a book entitled "Pam Decides," has also secured a firm place in the ranks of the good sellers. A new book received the latter part of May is "The Vine of Sibmah," by A. Macphail. This is expected to please the public.

* * *

E. M. Renouf, Limited, is the name by which hereafter the business carried on by E. M. Renouf will be known. A joint stock company has been formed with a capitalization of $50,000. Speaking of the formation of the company, Mr. Renouf stated that the idea was not to raise outside capital, as none of the shares of the company had been sold, but rather to reward those who have been in his employ so long, and to bring about a closer association of those in the employ of the house. The officers of the new company are: President, E. M. Renouf, and secretary-treasurer, M. Poole. There is a provisional board of directors, four in number: E. M. Renouf, M. Poole, J. G. Oliver and Thos. Sanderson. Business in all departments will be carried on just the same as formerly, the forming of the company not making any difference in the management.

* * *

As the Summer season is now on, business in paper covered novels is very much better than it has been for the past couple of months. Paper editions of nearly all the latest fiction are obtainable at varying prices, 65c. being about the average figure asked. A paper edition of Oppenheim's new book, "The Malefactor," has been published under the name of "Mr. Wingrave, millionaire," and has sold quite freely. "Nancy Stair," by E. M. Lane, is another paper covered novel which is frequently asked for. Other popular books include "Vivien" and "John Chilcote," both obtainable in paper.

* * *

There has been, according to some of the uptown booksellers, a run on art publications. Magazines treating of art in its different branches have sold very well and inquiries for books on the same subject have been numerous.

* * *

The agency for the F. A. Davis Company, of Philadelphia, has been secured by E. M. Renouf, Limited, for the Province of Quebec only.

* * *

A. T. Chapman has commenced the work of enlarging his store and carpenters are now hard at work on the alterations necessary.

* * *

J. M. Motte, of Edinburgh, has joined the staff of A. T. Chapman's bookstore

J. J. G.

TORONTO.

Summer Trade Begins—Reductions in Book Prices—Some Window Displays—Picture Post Cards Booming.

Office of BOOKSELLER AND STATIONER.
10 Front Street East, Toronto.
June 7, 1906.

GENERAL trade keeps up satisfactorily. The leading stores seem to be well patronized and there is a good demand for Summer goods. Families going to their Summer homes are laying in supplies of stationery and other requisites.

* * *

There is a noticeable influx of publishers' left-overs. The W. A. Murray Co. recently filled a window with a number of paper-covered books such as "Tommy and Grizel," by J. M. Barrie, "The Mystery of June 13th," by Melvin L. Severy, and several other titles, regular 75 cent books, which they offered at 22 cents. The Robert Simpson Co. at the same time showed four $1.50 novels, originally published two or three years ago, which they offered at 33 cents.

* * *

This sort of thing plays havoc with the regular trade, and, as one dealer remarked, it is no wonder that publishers find orders for their new books falling off. From the retail standpoint an occasional clearance such as this is a good thing.

* * *

The English six-penny paper-covered novels are being sold in large quantities by the department stores at 11 cents each.

* * *

The Harold A. Wilson Co. had a window full of Robert Barr's new novel, "The Rock in the Baltic." The sale of this book at 75 cents has been large.

* * *

The picture post card meets the eye on every hand and in each block some store is sure to carry a stock. The varieties are multitudinous. Demand still calls for the view card in preference to the comic.

W. A. C.

TRADE R MARK

C. F. Rumpp & Sons

Established 1850

MANUFACTURERS OF

FINE LEATHER GOODS



Bridge Whist Sets

WRITING CASES, HAND BAGS, MUSIC ROLLS,
PHOTO FRAMES, CIGAR CASES, POCKET FLASKS, etc., etc.

PHILADELPHIA, U.S.A.

New York Salesroom : - - - 683 and 685 Broadway



Collar Rolls

YEARS OF EXPERIENCE

in catering to the most exclusive trade enables us to give our customers an exceptionally strong line, including a large variety of handsome papers in ream goods, wedding invitations, cards with envelopes matching, a large variety of staple and novelty papeteries, also tablets and everything required by a first-class stationer.

Write for samples of our celebrated fabric finished papers, Highland Linen, Berkshire Linen Fabric and Twotone Linen in the latest sizes.

EATON-HURLBUT PAPER CO.,
Pittsfield, Mass.

HAVE YOU SEEN OUR REPRESENTATIVES WITH OUR FALL LINE OF

School Supplies

STRICTLY NEW DESIGNS OF

Scribbling and Exercise Books

ASK FOR QUOTATIONS AND SAMPLES

Our **Souvenir View** of your town is a new proposition, and a **good one.**

Something to retail at 10c with a handsome profit.

WRITE US FOR A SAMPLE

McFARLANE, SON & HODGSON

Manufacturing Stationers MONTREAL

HIGGINS' ETERNAL INK

Writes Everlastingly Black



THE fact that Higgins' Eternal Ink is a CARBON writing fluid—black when written and black forever afterward—and not a CHEMICAL product made of iron and nutgalls, that becomes dim with age, has given it a high place in the estimation of banks, business houses, and individuals generally. For legal and corporation work, for state, county and town records, and for general correspondence where absolute permanence is an essential element, this ink stands unrivalled. It writes black from the pen point, and is hence easy to the eye. It flows readily, does not corrode, and is absolutely unchangeable — neither age, air, sunshine, nor chemicals will affect it. May be diluted for use in fountain pens. Of HIGGINS' ETERNAL INK it may truly be said: "Once a user, always a user."

HIGGINS' AMERICAN DRAWING INKS
BLACKS AND COLORS
The Standard Liquid Drawing Inks of the World

CHAS. M. HIGGINS & CO., Manufacturers
NEW YORK CHICAGO LONDON
Main Office and Factory: BROOKLYN, N.Y., U.S.A.

HERE AND THERE AMONG THE JOBBERS

Personal information for the guidance of buyers of stationery and fancy goods, especially procured by "The Monthly Visitor."

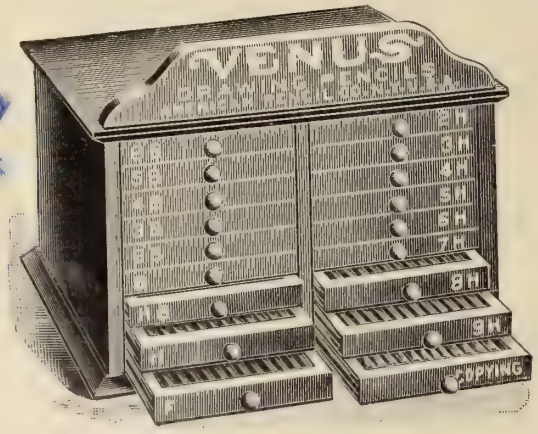
SCHOOL business is excellent. All the jobbers in school supplies are well pleased with the volume of trade. Orders have been coming in splendidly from all parts of Canada. In general trade, dealers seem to be buying generously, indicating a plentiful supply of money. Preparations for Christmas trade are also going forward briskly, import business being exceptionally good.

* * *

All the new designs in scribblers and exercise books are now in stock at the warehouse of The Copp, Clark Co. The season's offerings include some very pretty productions, all made by the company themselves. The Old English Oak scribbler is a truthful facsimile of a polished oak board. The Lizard Skin looks exactly like the real leather, while the basket pattern cover represents with much exactitude the weave of a basket pattern.

* * *

The Venus pencil is a pencil for particular people. It is made in seventeen different grades, ranging from the very softest to the hardest known ; from one extreme to the other without a sign of grit or variance of quality ; also the Venus copying pencil with bone tip. W. J. Gage & Co. are carrying a full assortment of this new pencil, and state they are the best lead pencils ever handled and have established a new standard of excellence for that description of goods. The pencils are hexagonal in shape



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and finished in reddish brown with a faint green water line running through it.

* * *

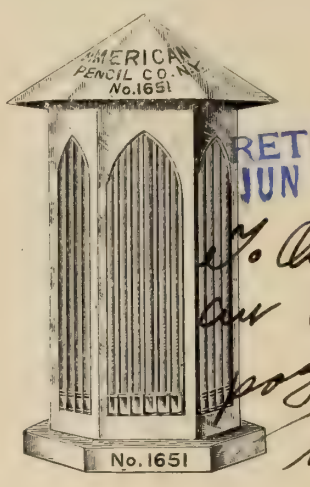
Shown herewith is a very handsome cabinet made to hold a full range of Venus pencils. This cabinet is made of polished wood, size 11x8½ inches, and 8½ inches high with 18 drawers, each printed in gilt with grade of pencil contained inside. This cabinet will be supplied by Gage & Co. free with a reasonable sized order, or can be purchased with the contents of 1½ gross Venus pencils—a dozen each of the 18 kinds—at a special low price for introduction.

* * *

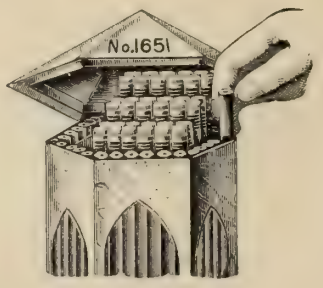
W. J. Gage & Co. call attention in this issue to their justly celebrated line of correspondence stationery, Holland linen. They say that notwithstanding the large number of papers of this class which have been put on the market, the sale of Holland linen goes on increasing. The reason is not hard to find, as it is solely on account of the excellent finish and writing qualities of this paper. It is now recognized by the trade as a standard of excellence in correspondence stationery.

* * *

Herewith is shown a picture of the new Dome display stand of lead pencils. It contains one-half gross of 5c.



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c/o Chron
Our Book 5-1
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W & E



pencils in fancy finishes, all with gilt rubber tips. The box makes a handsome display on the counter and can be refilled as desired. This line is shown by W. J. Gage & Co., who are also offering to the trade several other new assortments of pencils and penholders. Among them we noticed penholder assortment No. 1625, "The Iridescent." This contains three dozen assorted styles of fancy penholders to retail at 5c. each, and is a very cheap and attractive box. W. J. Gage & Co. are also showing the following new assortments for the school opening : No. 193, "The Checkerboard," which consists of one-half gross of good 5c. pencils put up in a regular hollow-folding checkerboard, such as retails at 25c., the idea being that the dealer instead of throwing away the box when empty as is customary with ordinary assortments, sells it and the price obtained is extra profit. Another new assortment shown by this firm is No. 389, "Gypsy" assorted box of pencils, containing six dozen thin memo pencils in assorted colors and finish to sell at 5c. each, a particularly nice way to get a small lot of this kind of pencil.

It would be hard to name a single item in the many lines that go to make up what are termed school supplies, that is not carried by The Copp, Clark Co. From maps to slates, from scribblers to pencils, through the whole list, not an item is lacking.

* * *

W. J. Gage & Co. with their usual timely enterprise had prepared and put on the market while the Canadian champion athlete was on his way home, a series of exercise and scribbling books in different styles of paper called "The Olympic." Gage & Co. secured the exclusive right to publish these books, and the handsome cover design shows the entrance to a Greek temple, with laurel wreaths and maple leaf border, and a full length portrait of Sherring. On the back page of the cover is given a graphic description of the race from the pen of one of our cleverest Canadian writers. In addition to the other features of special excellence of this line of school blanks the prices are made from 10 to 15 per cent. below what is usually asked for this class of goods, making them a particularly attractive and profitable line to handle.

* * *

A range of some fifty different kinds of papeterie boxes for staple and holiday trade is now being shown by Warwick Bros. & Rutter. These boxes retail at all prices, from ten cents each up to $1.50 each.

Many of the new numbers are made up with odd-shaped, hand-cut envelopes, and paper to match. These are specially suitable for gifts, the boxes having been made with the object in view of having them used for other purposes when the contents have been exhausted.

Several new designs of holly boxes are included in this series, one especially attractive line being made up with a bunch of holly, tied with ribbon, on the top of the box. As a holiday number, this is one of the most attractive boxes yet put out.

Several of these are made up with hand-painted designs in fancy shapes. The cloth-finished paper is the most popular stock that is being used, although some of the numbers contain other odd effects in the way of paper and envelopes. Many of these boxes retail at twenty-five cents, but the better lines have not been overlooked.

* * *

One of the most original and striking lines of writing tablets being offered the trade has just been put out by Warwick Bros. & Rutter, Toronto. This is called the "Picture" tablet, and is made up in two sizes, the 8vo. and 4to. Each size contains an assortment of six different pictures in the package. They are reproductions of well-known subjects, and as the tablets retail at five and ten cents each they will undoubtedly have a very large sale.

* * *

Warwick Bros. & Rutter report the demand for school blank practice books, and kindred lines, this season to be considerably larger than any previous year. This house gives special attention to producing a series of such lines as scribbling books, exercise books, etc., with cover designs that are particularly pleasing and attractive to the scholar. These covers are all printed in their color process, and are reproduced from original paintings, which gives them a very expensive effect.

Among the new numbers for this year a particularly attractive cover is "The Willow." This design, as the name implies, is reproduced from a willow basket, and is entirely new and original in effect.

The small-size book, known as the cap 4to., is made up with several new covers, especially noticeable being "La Petite." This cover is printed and embossed in gold on dark red stock, which makes an exceedingly attractive book.

In the oblong notebooks, royal 8vo. books, crown 4to. books, and other sizes, which are in constant demand, their series of new styles is complete. The stock is now being made up in their factory, so that the orders will be shipped in ample time for all school purposes.

Several new numbers, such as map drawing books, music dictation books, practice drawing books, etc., have also been added to their series, and no doubt will have a steady and continuous sale.

Other lines for school trade, such as school bags, pencil boxes, etc., are being shown in new patterns, a series of black leather school bags being particularly noticeable. These are made up in different sizes and styles for boys and girls, and may be had at any price desired.

Mr. N. S. Sinclair, of Warwick Bros. & Rutter, Limited, Toronto, paid a visit to New York recently in order to keep his firm in touch with the trade there. He reports business there excellent.

The People

of your city will come back to you for stationery if they are pleased, but what a difference if you sell them unsatisfactory goods. You not only lose their trade, but they advertise against you, for they will not only not recommend your store, but advise their friends to go elsewhere. Most merchants like to please their patrons. In correspondence and wedding papers, etc., you will always please if you sell the goods with "Hurd's Name on the Box," for they are the best quality, correct in style and perfect in manufacture, and low in price when these facts are considered.

Aberdeen Plaid continues one of the leading novelty papers. If your customers ask for something new, you should have this attractive paper.

TRADE MARK



REGISTERED.

GEO. B. HURD & CO.

Fine Paper Manufacturers

425 & 427 Broome Street, New York, U.S.A.

TRADE ACTIVITIES OF THE MONTH

THE VICTORIA PRINTING & PUBLISHING CO., Victoria, B.C., have just issued an unique advertisement of Victoria's scenic attractions, the "Booster Package" of stationery. Both paper and envelopes are embellished with artistic cuts of beauty spots in the city. The "Booster Package" is specially designed for advertising Victoria's charms, and is an excellent medium for the purpose for which it is designed.

The Merritton Paper Mill Co., Limited, have obtained a charter.

George Bayley, fancy goods dealer, Calgary, has made an assignment.

The Permanent Ink Co., Limited, Hamilton, have obtained a charter.

Nash Bros. will open a book and stationery store in Kingston on July 1.

Osborne Bros., who have been in business in Calgary for some months, are now selling out.

Bayley's Fair, of Calgary, made an assignment for the benefit of their creditors on May 15th.

F. I. Weaver & Co. have bought out W. H. Becker & Co., Berlin, and will continue the business.

The premises of the Methodist Book and Publishing House, Toronto, will be considerable enlarged.

C. H. Routledge & Co., booksellers and stationers, Ridgetown, are advertising their business for sale.

Mrs. J. Loane & Co., dealers in fancy goods, and Miss S. L. Turner, stationer, Woodstock, N.B., were burned out in a fire which occurred there on May 31.

The Newbigging Cabinet Co., Limited, have been incorporated at Hamilton, to manufacture, buy, sell and deal in house, store and office fittings, furnishings and furniture.

The Canadian Bank of Commerce is suing the Library Supply Company, Limited, Toronto, for $3,961.86, on what is claimed to have been an overdrawn account amounting to that sum.

S. S. McClure, New York, has acquired all the interests formerly held by J. S. Phillips in McClure, Phillips & Co., and in the S. S. McClure Co. Mr. Phillips will probably start a new magazine.

Business in Woodstock is good, according to Mr. J. Sutherland, who was met by Bookseller and Stationer's man in his brother's store at Brantford. His particular complaint is the lateness of the closing hour in Woodstock.

Two new Miehle presses, especially adapted for color work, have recently been installed by Warwick Bros. & Rutter, Toronto, to enable them to keep up to their orders for picture post cards. They now have eight Miehle presses constantly running on this kind of work.

To such an extent has the business of the Musson Book Co. grown during the past season that the company intend on August 1 to increase their facilities by taking in another storey of the building they now occupy in Publishers' Row, Richmond street, Toronto.

A. H. Stratton & Co., Peterboro, have received a prize of $5.00 from the Ridgway Thayer Co., publishers of Everybody's Magazine, for their increased sales of the magazine. This is the third prize Stratton & Co. have recently received for increased sales of magazines.

The store of Garrett Byrne, bookseller, stationer and fancy goods dealer, at St. John's, Nfld., has been greatly improved. He formerly occupied two adjoining stores. The removal of the partition between them has made a splendid big store, with far better facilities for showing goods.

The identity of the Berkshire Typewriter Paper Co., which has been run as a branch of the Eaton-Hurlbut Co., of Pittsfield, Mass., for the past three years, has disappeared, and the business is now running as the "Typewriter Paper Department" of the Eaton-Hurlbut Paper Co.

Linton Bros. have made some extensive improvements to their store in Calgary during the past year. This firm report that they have had the biggest wall paper business in their history during this Spring. Bert Pearson, well known to the trade in Vancouver, is now with this firm.

In this number of Bookseller and Stationer a good business is offered for sale. It is located in a live manufacturing town. Its present proprietor has built it up into splendid proportions. It is a good chance for some one with a little capital to get a start. Fuller particulars are given in the advertisement.

A charter has been granted to R. R. Cromarty, Henry O'Brien, E. F. B. Johnston, H. L. Dunn and Kathleen Marie Cromarty, of Toronto, constituting them the Canada Law Book Co., Limited, and empowering them to acquire, buy, sell, deal in, print and publish books, law books, etc. Capital, $200,000.

According to reports from a correspondent in Calgary, business in Alberta during the past year has been exceptionally good. Calgary itself is becoming quite a trade centre, no fewer than six travelers for English houses, carrying books, stationery and fancy goods, having called there this Spring for the first time.

To show how the west is developing, a shipment of three carloads of goods from London, England, for Clark Bros. Co., Limited, Winnipeg, is pretty good evidence. Most of the shipment, we believe, consists of books and stationery, the former being sent by the Macmillan Co., for whom Clark Bros. are distributing agents in the west.

A small and dainty catalogue, showing some of the high-grade European novelties in leather goods imported by C. F. Rumpp & Sons, Philadelphia, has been issued. These goods include a great many different lines of interest to fine stationery, fancy goods, jewelry, and kindred trades. They are now being exhibited at 683-685 Broadway, New York, where import orders will be taken.

A look into Stedman Bros.' store at Brantford shows clearly that the magazine business pays. Judging from the piles of magazines and Sunday papers, this firm seem to have completely cornered the trade in Brantford. They have also a line of picture post cards of their own, which consists of twenty-eight views in and around the city. Their enterprise also extends to a souvenir book of Brantford views.

The child's heart would be delighted even with the descriptive booklet that tells about the Ives miniature railway system, let alone the genuine article. The booklet possesses a brightly lithographed cover showing a little boy playing with his train. Inside all the equipment of locomotives, cars, tracks, stations, bridges, etc., is illustrated and described. Dealers should all be supplied with this booklet.

Bookseller and Stationer had quite a long chat with Mr. James Sutherland, of Brantford, recently. Mr. Sutherland has nothing to complain about business, his Spring trade having been especially good. In his wall paper department he has had a splendid season and the demand still keeps up. Mr. Sutherland has a large store and his stock is varied and extensive. He goes in largely for high class fancy goods, including cut glass, brass goods, etc.

A new and complete catalogue has been issued by the New York office of A. W. Faber, containing a price-list of the firm's lead and colored pencils, penholders, rulers, rubber bands, erasers, etc. A few changes are to be noted in prices, which went into effect on May 15. Discounts on all lines excepting erasive rubber remain as before. The catalogue is strongly bound in cloth and is embellished with numerous colored inserts, showing the various articles made by A. W. Faber.

Mitchell Kennerley, the founder of the Reader Magazine, and the sole proprietor and editor of that magazine up to the time of its sale to the Bobbs-Merrill Co., has commenced business in New York as a publisher of books. Mr. Kennerley's first connection with publishing in this country was when, in 1896, he came over from London to open the American branch of John Lane—now the John Lane Company—whose business he managed for three years. Since then he has been interested in promoting various successful magazine ventures, which he has abandoned to become a book publisher. He will publish books by American authors and also import some English books. His headquarters are at 116 East Twenty-eighth street

The Permanent Ink Company, Limited, have been incorporated at Hamilton, with a capital of $40,000, and with William Marshall, Richard Alan Lucas, Albert Edgar Carpenter, John Thomson and Frederick William Watson, as directors. Their charter empowers them to carry on the business of manufacturing, buying, selling, dealing in and distributing inks, writing fluids, paste, mucilage and office supplies and requirements of all kinds, writing machines, typewriters, typewriter materials, appliances and inventions, typewriter ribbons, carbons and all materials, supplies and articles connected with or in anywise relating to the manufacture, sale or use of writing machines and typewriters, office furniture, fixtures, fittings, supplies and requirements of all kinds, with incidental and subsidiary powers.

D. J. Young, of Calgary, who has conducted a book and stationery business in that city for the past three years, has turned his business into a joint stock company, the new shareholders being A. H. Esch and E. N. Kennedy. Mr. Esch has been with Mr. Young ever since the business was started in Calgary, and Mr. Kennedy recently arrived from Toronto, where he had been in the piano factory of Gerhard Heintzman for some years. Mr. Young will manage the business as heretofore, while Mr. Esch will have charge of the store, and Mr. Kennedy will look after the musical part of the business. Miss Bothwell, who has been with the firm since it started, will still look after the book and stationery customers. Mr. Young was in business for seven years in Kaslo, B.C., and both there and in Calgary the firm have built up one of the best businesses in the west. They control several valuable agencies, among them being the Gerhard Heintzman pianos, Morris pianos, Cecilian piano players, Monarch typewriters, Berliner and Victor talking machines, Edison phonographs, and several others. They do a big retail business in Calgary and a good jobbing business throughout Alberta.

Mr. John Downing, of Birmingham, manufacturer of inkstands and stationers' sundries, is now in Canada calling upon his customers, in company with Mr. Hector Prenter, his Canadian representative.

Ralph Connor, (Rev. C. W. Gordon), Winnipeg, paid a flying visit to his publishers, the Westminster Co., Toronto, early in the month in connection with the publication of the first installment of his new serial, "The Doctor."

Lord Northcliffe (Sir Alfred Harmsworth) will sail from England for Canada on June 16, visiting Newfoundland en route. The activities of his Canadian branch, and the plans being laid for extensive publishing ventures in America, are given as the reason for his visit. This information was handed out exclusively to Bookseller and Stationer by Mr. C. H. Murray.

We Have Everything in Pictorial Post Cards

Everything that will pay a dealer to have in his stock, can be procured from us

A Great Line of Comics, $5.00 per 1,000
Fancy Cards, Extremely Fine, 9c. per Packet
Cameo Cards, Plain $5.00, Colored $6.50, Tinselled $7.50 per 100
Leather Cards, the Finest Line ever shown, $3.50 per 100
Bamforth Photographic Comics and Song Series, $3.00 per 100
Real Photo, Hand Colored Cards of all Canada, $4.00 per 100

Post Card Albums Post Card Racks Post Card Frames, Etc.

Every Dealer's Attention is Called to Our All-Canada Assortment of Beautiful Post Cards

These Come in a Cabinet—Cabinet Containing 1,000, $12.00; Cabinet Containing 2,000, $22.00

ORDER NOW

W. G. MacFARLANE, "Canada's Greatest Post Card House," 60-62 Front Street West **TORONTO, ONT.**

The Rotary Photographic Co. Limited

Works: West Drayton

12 NEW UNION ST. MOORFIELDS LONDON, ENG.

PUBLISHERS OF

Finest Real Photo Picture Post Cards

2d. POST CARDS
Black and White Matt Cards

Actors, etc.
Actresses, etc.
Actors and Actresses in their Motor Cars
Alphabetical Sets
Animals
Authors and Poets
Celebrities
Crowned Heads
Figure and Landscape Series
Judges and Counsel
Ministers of Various Denominations
Musicians
Painters
Royalties
Statesmen, Generals, Admirals, etc.
Vocalists

2d. BROWN GLOSSY CARDS

Actors
Actresses
Alphabetical Set
Animals
Authors and Poets
Birds
Celebrities
Celebrated Theatrical Sisters
Children Series
Christian Name Series
Correspondence Series
Cricketers
Days of Week
Distinguished Theatrical Couples
FivefoldSeries,Actresses
Floral Thoughts Series
Football Teams
"Greetings from Towns with Municipal Arms"
Landscapes
Ministers
Miscellaneous Greetings
Months
Musicians and Vocalists
"Old Master" Series



MISS PHYLLIS DARE

Any of these can be had Hand Tinted in 3d. line
Hand Painted, Jewelled or Pearl Beaded are published at 4d. each
Art Relief Series, published at 3d. each
Hand Painted, 4d. each
Hand Painted, Jewelled and Sequined, 6d. each

Send for Samples, together with our 48 page Price List

12 New Union Street, - London, E.C., Eng.

2d. POST CARDS
Brown Glossy Cards
Continued

Parade Series, Actresses
Question Series, Actresses
Royal Navy
Royalties
Seasons
Song, Motto and Comic Cards—
Sacred Verse Cards
Hunting Scenes
Children
Animals
Landscapes
Comic and Mirthful
Love and Sentiment
Domestic and Sentimental
Miscellaneous
Statesmen, etc.
Sunbeam Series
Triple Series

2d. ALUMINIUM BROMIDE
Christian Names

2d. RED CARBOTYPES
Actresses

2d. BLUE CARBOTYPES
Actresses

2d. GREEN CARBOTYPES
Rough Seas

2d. BROMIRIS
Actresses

6d. GIANT SERIES
Brown Glossy
Size 10 x 5½
Actresses

1d. PANEL SERIES
Brown Glossy
Size 5⅜ x 1¾
Actresses
Animals
Royalties

ONLY FOR WHOLESALE DEALERS

Post Card Albums

Largest Selection (choice) of the Latest Designs, at all prices.

Sample Consignment, consisting of 20 different Albums - - $4.00

Post Card Frames

50 Modern Designs in different styles.

Sample Consignment, consisting of 50 different Frames - - $1.20

Photo. Mounts

400 Designs of the Latest Style, which have not been offered in such variety and excellence by any other firm.

Sample Consignment - - - $4.00

Catalogue free upon application. If a larger order is given upon receipt of samples, half the amount which has been paid for the samples will be credited.

Apply at once to the

Leipziger Buchbinderei-Aktiengesellschaft

(FORMERLY GUSTAV FRITSCHE)

LEIPZIG - - GERMANY.

Selling Agents for Canada

THE MONTREAL IMPORT CO., Montreal

Imperial Series Postcards

To the Trade:

Write Quick for Samples and Prices.

WE LEAD IN

Black and White

Our Colored Cards

STAND ALONE

MONTREAL TORONTO QUEBEC
OTTAWA HISTORIC SPORTING
FISHING HUNTING
NORTHWEST SCENES

ALBUMS and **RACKS**

Always adding to our already well-assorted stock.

The Picture Postcard Co.

P.O. Box 334, OTTAWA, ONT.

SOUVENIR CARDS

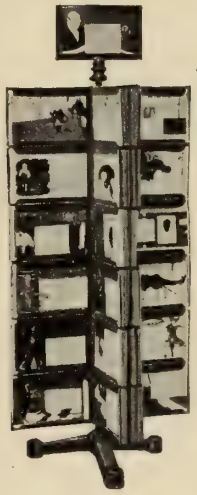
SMALL SAMPLE LOTS

Small Price—Big Variety.

100 Comics, 75c.
100 Canadian, 50c.
100 Beautiful Cards, $1
100 Tag Postals, $2
25 Leather Postals, $1
100 Actresses, $3
12 Flying Butterflies, $1.20
100 Odds and Ends, 70c.
50 Photo Cards, $1.50
100 Name Cards, $3.30
100 Fancy Cards, $1.50
100 Toronto, $1

Add 10c. postage each lot when order is undet $5. We pay carriage over $5.

W. R. ADAMS, 401 Yonge St., TORONTO



The Two Best Display Stands!

There must be a Best in everything. I claim that the

DISPLAY STANDS

manufactured by me are the most practical, best constructed and most ornamental stands made.

I can offer these to jobbers at the right prices.

200 Designs of Comic Cards

100 Designs of Hand Painted Leather Cards

For the jobbing trade

Alfred Holzman

CHICAGO, ILL.

Canadian Representatives:
McLEOD & ALLEN, 37 MELINDA STREET
TORONTO



PICTURE POST CARDS

BIENAIMÉ & DUPONT

COLLOTYPE PRINTERS

PRICE AND SPECIMENS FREE BY POST. REIMS (France)

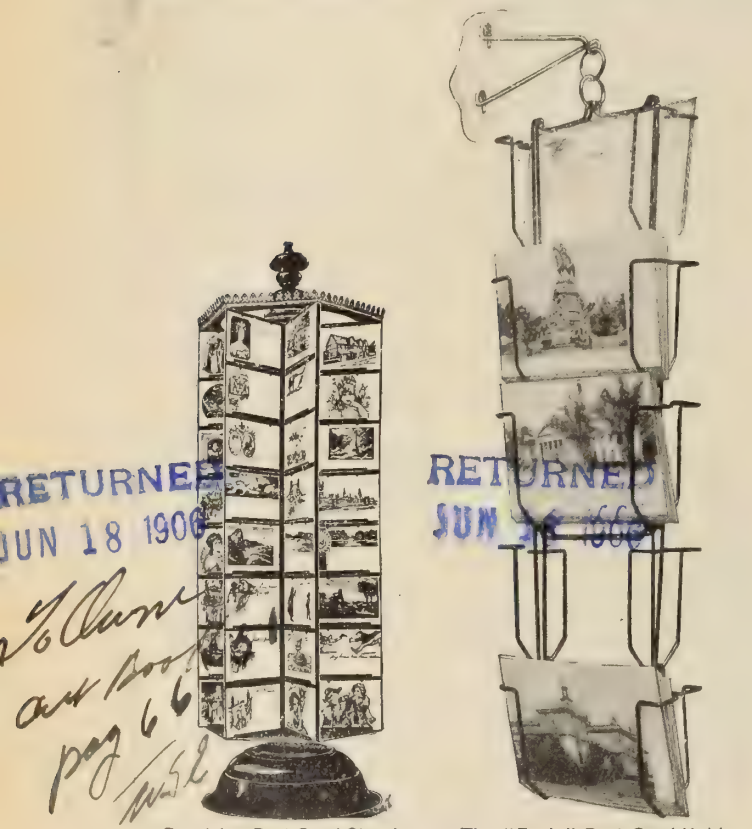
The Special Fall Number of The Bookseller and Stationer will go to press on August 1st. Post Card Manufacturers and Dealers should reserve extra space at once.

PICTURE POST CARDS

POST CARD DISPLAY STANDS.

THE accompanying illustration shows a new post card suspension hanger which is being shown by Warwick Bros. & Rutter, Toronto. These little sections may be made into strips of any desired length, the most popular size being ten sections. Each strip of ten is supplied with two swivel rings, from which they may be suspended to revolve conveniently, to show the cards in any position. A small bracket is also made to go with this hanger. These may be nailed to the wall, and hold the hangers in the proper place.

This house is also showing a new revolving post card stand, three feet in height, which shows forty-eight different cards, the price of which is $3.75 each. These



Revolving Post Card Stand. The "Early" Post Card Holder.
Warwick Bros. & Rutter, Limited.

stands are well worth the price they cost, as they assist very much in the selling of picture post cards.

SOME NEW DESIGNS.

THE post card department of Warwick Bros. & Rutter, Toronto, have just placed on the market a number of new series of fancy foreign post cards, which retail at five and ten cents per card. There seems to be no limit to the demand for these novel features in the way of fancy post cards. Several of these series are made up with from twenty to fifty different designs in a box of one hundred cards.

Among the new features are cards of which the entire face is almost covered with very fine colored beads. This gives a most pleasing and artistic effect to the picture.

Another series of heads and figures are made up with a tinselled effect, using colored beads in place of the ordinary sparkle which has been shown for some time. These may be had in some forty different subjects.

One of the most noticeable series is called the "Iridescent." This contains twenty different poses of female figures, with different color effects, and is perhaps the newest design in the way of fancy post cards.

Several series of staple country scenes have been added to the range of post cards made by this house. These are put up one hundred cards in a box, some twenty to fifty different subjects in each box.

A new range of leather post cards is also being shown. These are particularly suitable for making into pillow tops, and will be supplied with the name of any particular town burned on each card, and retail at five cents each.

A new shipment of the royal cards, containing the King, Queen, etc., embossed and jewelled, have just been received, and are being distributed among the trade by Warwick Bros. & Rutter.

Samples of any of these new series will be mailed to any stationer who would like to see the newest lines on the market.

NATURAL COLOR PHOTOGRAPHY.

IT has long been the aim of scientific photographers to invent a process by means of which it would be possible to take pictures in natural colors. Experiments and research in this direction have been carried on unceasingly, but up to the present time without any very great degree of success. A process has, however, been invented in England by the Rotary Photographic Co., Limited, involving the use of what is termed "Rotary Carbon Stripping Films," which has given surprising results and has brought color photography to a state of practical perfection. At the St. James Studio, The Corner, 45 Old Bond street, W., London, portraits are now being taken by the new process. Great interest has been aroused as nothing like this studio has ever before been opened.

The basis of the whole process is that "light," as we know it, is composed of red, orange, yellow, green, blue and violet, or as it is more familiarly known—the colors of the rainbow. These colors in their turn are blended from the primary color-sensations of blue, green and red, which have also their complementary tints of yellow, pink and blue.

It follows, therefore, that if three sensitized plates are exposed to "light," behind three colored glasses, or as they are technically known, "filters," respectively blue, green and red, we have three records which should contain all the colors of nature. So far so good; but to the ordinary eye these records, or negatives, are simply black and white, and we are apparently no nearer obtaining a photograph in colors than before. The next step, therefore, is to print from the three negatives in some way that will restore the tints to their original combination.

This is where the Rotary Co.'s films are in service. The negatives taken through the original filters are now printed separately on their respective films, which consist of pigments, suspended in gelatine, of the depth of yellow, pink and blue, which the spectroscope has shown to be the correct complementary tints.

Even now we have three separate pictures on thin films, the colors from which it is obvious must be on a paper support before the picture is finished ; this, in fact, is what is done. The yellow film first is squeegeed down on to a paper support, and its celluloid base then stripped away, leaving the pigment color on the paper ; the blue film is then placed on top of this, and lastly the red, each in turn having its base stripped away, so that nothing but the actual color is left on the paper. Now we have what is truly described as a photograph in colors, which is nothing more nor less than a carbon print, which is acknowledged to be the only absolutely permanent photograph known.

MORE GERMAN SAMPLES.

BOOKSELLER AND STATIONER has again been favored with a number of samples of the work produced by W. Neumann & Co., of Berlin. Among them is a set of views of Nanaimo, B.C., made for S. B. Sutton of that place. They are deep-toned glossy surface photo cards, sharp in every detail, and excellent reproductions of the originals.

Another set of photo cards in a dull finish depicts scenes in and around Quebec. These cards have a softer effect. Among the others are varieties of hand-colored cards which faithfully reproduce the lights, shades and coloring of the originals. Then, too, there are cards in various tones. Neumann & Co. have a great many processes, each of which is particularly suited to some special kind of work. They are prepared to take orders for dealers' own cards.

In referring to the post card creations of this firm in earlier issues a regrettable mistake was made. They were credited to Gustav Ferd Schacht & Co., of Leipzig. This firm does not make picture post cards ; it merely acts as an advertising agent for Neumann & Co.

VISITING EUROPE.

W. G. MACFARLANE is at present in Germany. While abroad it is his intention to secure the most up-to-date ideas in post cards and familiarize himself with foreign markets. All this is going to benefit his customers. Late advices from Mr. MacFarlane state that post cards are only in their first stages in America and that future sales will be enormous. This is a cue for dealers generally. One thing that dealers should do, as advised by this house, is to place orders early, The tremendous volume of business being handled by manufacturers necessitates certain delays in filling orders which cannot be overcome. All publishers are experiencing this and it is well for dealers to know it. This refers more particularly to contract work.

SOME FINE FRENCH WORK.

SOME samples of the work produced by J. Bienaime & R. Dupont, of Reims, France, have been received, together with an illustrated catalogue, giving prices of the various lines. This firm make a specialty of printing cards for customers and, judging by the character of the work shown, they are capable of turning out the very finest cards.

Three kinds of cards are produced, the ordinary black and white, the colored and the double tone. The groundwork in all these varieties stands out with a clearness and sharpness that is lacking in so many reproductions, while in the colored and double tone varieties the added effect of the shading makes the cards extremely realistic.

In the firm's original work are to be found several series of comic photographs, actresses, children, and other designs. These come both black and white and colored.

The work of J. Bienaime & R. Dupont can be recommended to those who wish to have local views reproduced in the finest style.

A PHOTO FAN.

AS a decoration the photo-fan is quite pretty. It is used for the display of photographs or picture post cards, giving to each an attractive setting. It can either be hung on the wall or set up on the piano, mantelpiece or table. Made of the best mat board, decorated with silk ribbon, it comes in several shades, viz., green, mottled green, chocolate brown, ruby red, pearl grey and mahogany. It can be sold for 25 cents. The makers are the Monarch Novelty Manufacturing Co., 182 Dearborn street, Chicago.



A CANADIAN BRANCH LIKELY.

A visitor in Toronto late last month was Mr. H. L. Woehler, the fine art publisher of Buffalo, who is contemplating establishing a Canadian branch. Mr. Woehler showed Bookseller and Stationer some samples of his view cards, which are certainly excellent specimens of high-grade work. The Canadian trade will welcome his advent, as it will bring to their doors a source of supply for the better class of work. Mr. Woehler was accompanied by Mr. Frank E. Thomas.

THE CONVENTION IN NEW YORK.

At the Hotel Astor in New York City will be held on June 19, 20 and 21 the annual meeting of the National Association of Stationers and Manufacturers of the United States. There will be present at this meeting merchants from all over the United States, and many will attend from Canada. Several Montrealers have signified their intention of going, among them being E. J. Kastner, H. H. Hebb, J. N. Marley and C. F. Dawson. Many others no doubt who make an annual trip to New York will go in June this year in order to be present at this meeting, as questions will there be discussed which are of interest to all engaged in the stationery trade.

Mr. W. H. Arthur, of Port Arthur, was noticed in Toronto recently. Energetic as ever, he is said to have called on several firms at such an early hour as to find nobody around.

W. NEUMANN & CO.

Wasserthorstrasse 42, Berlin S. 42

High-class Collotype Printers

SPECIALTY:

Collotype Postcards

TO ORDER

Hand-coloured Collotype Cards
Double-tone Collotype Cards
Glossy Collotype Cards
Photochrom Collotype Cards

ALL KINDS OF VIEW-ALBUMS AND SAMPLE SHEETS

Cheapest Prices — Wholesale and Export Only

GREETINGS FROM ENGLAND

J. BEAGLES & CO.

Real Photo Post Cards

GLOSSY BROMIDE SERIES

Famous Actresses in Latest Characters.

The Most Up-to-Date and Largest Collection in England.

Royalty, Clerical, Theatrical, Musical, Literary and other Celebrities.

NEW Scarlet and Gold Cards	NEW Lime-Light Cards
NEW Novel Spangle Cards	NEW Luminous Pearl Cards
NEW Jewelled Cards	NEW Bas-Relief Cards
NEW Hand Color Cards	NEW Cat Cards
NEW Motto Cards	NEW Song Cards
NEW Name Cards	NEW Greeting Cards
NEW Xmas Cards	NEW Birthday Cards

Our representative, MR. COSANS, now visiting Canada, will be pleased to wait upon customers in due course, on receipt of post card, at any of the following addresses:

Russell House Hotel, Ottawa — Royal Hotel, Hamilton
King Edward Hotel, Toronto — Tecumseh House, London

Wholesale and Export Manufacturers and Publishers
9, 10 and 11 LITTLE BRITAIN, LONDON, E.C.

PROFITABLE POSTCARDS!

To introduce our Parcels of Picture Postcards we offer the following for a short time only:

SPECIAL SAMPLE PARCEL, $3.00; Retail Value, $15.00

This sample parcel contains all the latest cards, selling at 2 cents and 5 cents each.

Send a Money Order and judge for yourselves.

ALL ORDERS PROMPTLY EXECUTED.

1000 Cards printed from your own Photograph, in finest quality Collotype, for $4.00.

WILLIAM HADDON, Publisher
BURNT TREE, TIPTON, STAFFS, ENGLAND

MORE PICTURE POST CARDS

Feather Bird Cards—$7.50 per 100, retail 25c each.
Paris Beauties, Celluloid Finish—$5.00 per 100.
Tuck's Extra Choice—$1.50 per doz. pkgs.
American Skyscrapers—$1.50 per 100.
Indians, Beautifully Colored—$1.50 per 100.
Toronto, Unsurpassable—$1.00 per 100.
Puzzle Cards—$7.50 per 100.
Burnt Leather Cards—$4.00 per 100.
Embossed and Tinselled Trains—$3.50 per 100.
Stereoscopic Views—$3.60 per gross.

C. R. PARISH & CO., 304 Yonge Street. **TORONTO**
PHONE M. 6128

GEORG GEIER & GARKE

Art Printers and Publishers — NUERNBERG (BAVARIA)

Exquisite Novelties of

SUN AND MOONSHINE CARDS
REPRODUCTIONS OF GREAT PAINTERS
NATURE AND ART CARDS
ANGEL AND RELIGIOUS CARDS
BRILLIANT CARDS

Cards with English wording can be had if desired. — Full sample assortment up to $4.00.

The most popular pens are

ESTERBROOK'S

MADE IN ALL STYLES

Fine Points, A1, 128, 333
Business, 048, 14, 130.
Broad Points, 312, 313, 314.
Turned-up Points, 477, 531, 1876.

CANADIAN AGENTS:

THE **BROWN BROS.,** LIMITED
TORONTO.

YOU ARE INTERESTED IN SOMETHING.

Why not get the best items that are printed on the subject?

We read and clip thousands of newspapers every week—therefore we can equip you **speedily** and **economically** for a debate, speech, lecture, essay or anything else requiring up-to-date information and more of it than your competitors are likely to get.

Terms—100 Clippings,		$ 5.00
250	"	12.00
500	"	22.00
1,000	"	40.00

Send for our Booklet which fully explains the scope of the clipping industry.

We have also lists of firms in every branch of trade in the Dominion, the professions, club members, society, etc., and we are prepared to address and mail circulars or letters to these at any time.

THE CANADIAN PRESS CLIPPING BUREAU,

232 McGill Street, MONTREAL
10 Front St. East, TORONTO.

THE **WAVERLEY** SERIES OF **PENS**

Imported by all the Leading Stationers

They come as a Boon and a Blessing to Men.
The Pickwick, the Owl and the Waverley Pen.

Dealers make money in stocking the ***"Boons*** and ***Blessings."*** They are popular Pens throughout Canada. They are advertised and they are asked for. They are irreproachable in quality and give satisfaction to customers. They are asked for again and again.

We make pens to suit every hand—turned-up, turned-down, indented, oblique, square and round points.

Sample Cards and Trade Price Lists sent by return mail.

MacNiven & Cameron, Limited
Waverley Works, EDINBURGH

MUCILAGE AND LITHOGRAMS

Acme Cleansing Powder takes the place of Conc. Lye for cleaning Type, Machinery, Floors, &c., and is much cheaper and harmless. Coal Saving and Smoke Consuming Compound. Mucilage, Lithograms and Composition. Prices Right. Send for quotations to

AULD MUCILACE CO., MONTREAL, QUE.

PERSONAL PARAGRAPHS.

Mr. H. S. Hallman, of Berlin, visited the trade in Toronto a few days ago.

Mr. Henry L. Lyman, manufacturers' agent, Montreal, was noticed in Toronto recently.

Mr. Richard Brown, the veteran president of the Brown Bros., Limited, Toronto, is at present absent in England.

A fashionable wedding took place at St. Paul's Church, Toronto, on June 5, when Miss Alice Rutter, daughter of Mr. A. F. Rutter, vice-president of Warwick Bros. & Rutter, was married to Mr. Arthur Theodore Bell. A pretty feature of the wedding was the presentation to each guest of a beautifully printed booklet containing the entire service.

Mr. Frederick G. Steinberger, of the Steinberger, Hendry Co., dealers in school supplies, Toronto, passed away on May 8. Mr. Steinberger was fifty years of age. He commenced business in Toronto fifteen years ago as the Toronto representative of the firm of Rand, McNally & Co. In 1897 he took into partnership with him Mr. Geo. M. Hendry, and the name of the firm has since become well known throughout the country.

CONDENSED OR "WANT" ADVERTISEMENTS.

Advertisements under this heading, 2c. a word first insertion; 1c. a word each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittance to cover cost ***must*** accompany all advertisements. ***In no case*** can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

AGENT WANTED.

AGENT WANTED to represent and travel for a well-known firm of English manufacturers of Christmas cards, menu cards, ball programmes and all fancy stationery. Apply Box 102, MacLean Publishing Co., 88 Fleet street, E.C., London, Eng. (tf)

BUSINESS FOR SALE.

BOOKS, stationery, wall paper, toys, games, china, souvenirs, leather goods, pictures, sporting goods, post cards, nearly 600 Toronto papers daily, several hundred American Saturday papers, large magazine list; great chance for a hustler with $4,000 to invest; busiest town in Ontario; no empty stores; town of 6,000; good business for a partnership; no opposition except wall paper; doing a splendid wall paper trade; this is a chance in a thousand to get a sure thing. The assistant manager of this business would buy it, but cannot handle it alone; he is anxious to enter into partnership if business is not sold to an individual. Box 107 BOOKSELLER AND STATIONER, Toronto.

NEWS and stationery business for sale, by G. S. Butterfield, Sault Ste. Marie, Ont.

"ROB ROY"

PENS

SOLD BY
ALL STATIONERS
in 6d., 1/- and
Gross
Boxes



This series of Pens is made of the same material, by the same tools, by the same process and at the same Works as the series of 'Waverley' Pens which Hinks, Wells & Co. have for 30 years and upwards (prior to Sept., 1901), manufactured for and supplied to the Proprietors thereof.

HINKS, WELLS & Co., Birmingham, Eng.

OUR PORTRAIT GALLERY

E. M. RENOUF.

INDUSTRY, perseverance and strict honesty are always rewarded by success, and this is amply demonstrated in the case of E. M. Renouf, president of E. M. Renouf, Limited, Montreal. From a small, unassuming bookstore in which Mr. Renouf began business in 1888



Lieut.-Col. E. M. Renouf.

has sprung the present seven-storey structure occupied by the firm. More effort and plodding than is put forth by every merchant has placed him in the position he now holds in the book and stationery trade of Canada.

E. M. Renouf was born in St. John's, Newfoundland, where he spent the younger days of his life. Educated at Fielding's College, St. John's, he early entered commercial life, becoming one of the staff of C. F. Chisholm, a bookseller in the town where he was educated. This town was his home until 1880, when he came to Montreal. His idea was to better his position, and, as it turned out, this was a wise move on his part.

On September 18, the first day he was in Montreal, Mr. Renouf secured a position with John M. O'Laughlin, who, at that time, ran a bookstore on St. James street. With O'Laughlin he remained until May, 1881, when he entered the employ of Dawson Bros., who also had a store on St. James street. His ability was recognized by them and he was, in 1882, given the management of their uptown branch on St. Catherine street.

Mr. Renouf may be said to be one of the pioneers of the book and stationery trade on St. Catherine street, as at that time this thoroughfare was not such a busy part of the town as it is to-day. Always energetic and full of ideas, he successfully managed the uptown store for some six years until 1888, when he took over the store on his own account. Since that year Mr. Renouf has been indeed successful. Starting with two assistants and occupying nine hundred feet of floor space, to-day he gives employment to eighteen, and requires six thousand feet of floor space. It was found necessary in 1903 to have larger quarters and then it was that the present seven-storey fireproof structure was erected, being occupied May 1, 1904. Many of those in the employ of Mr. Renouf have been with him for years, and in order to reward them for their services and to promote closer relations between those working for the firm, he recently formed a joint stock company with a capital of $50,000, of which he is president. In forming this company Mr. Renouf again showed his business ability, and no doubt the business of the house will be greatly increased.

While a hard-working business man, E. M. Renouf finds time to devote to other things, as he is well known in military circles. He has but lately been promoted to the rank of lieutenant-colonel of the 2nd Artillery, although the appointment has not yet been gazetted.

FRANK LILLIE POLLOCK

MR. POLLOCK is the latest addition to the ranks of Canadian novelists. His book, "The Treasure Trail," which has just been brought out by L. C. Page & Co. in the United States and McLeod & Allen in Toronto, is a genuinely good story of the same type as "Wings of the Morning." Though born in Tennessee, Mr. Pollock considers himself to all intents and purposes a Canadian, as he came to this country at a tender age and was duly naturalized. He spent most of his life up to a recent date in Toronto, where he was connected at various times with the Globe, the News and the Mail and



RETURNED
JUN 21 1906

Frank Lillie Pollock.

Empire. Much of his spare time was taken up with journeys to the north, shooting, fishing, and knocking about generally. These trips gave him many of the ideas which he has so skilfully worked into his book. At present he divides his time pretty evenly in the south, in New York and in Canada, never staying longer than four or five months any place.

THE TELEPHONE

Is a companion, friend and servant combined.
Invaluable for convenience in the household.

LONG DISTANCE TELEPHONE SERVICE

Has no equal for the facility it affords in business life.
Full particulars as to rates and service at the nearest office of

THE BELL TELEPHONE COMPANY OF CANADA

ENCOURAGE HOME MANUFACTURES

We make the ***BEST*** Mucilage, Lithograms and Litho. Composition, Acme Cleansing Powder, and Coal Saving and Smoke Consuming Compound. Prices right. Send for quotations to

AULD MUCILAGE CO., Montreal, Que.

The Belleville Business College, Limited

Business firms get the best results by applying to us 10 days before vacancies occur in their employ.

See Catalogue pages 21, 27, 33, 41.

J. A. Tousaw, Secretary. } **BELLEVILLE, ONTARIO** { J. Frith Jeffers, M.A., President.

WESTERN ASSURANCE COMPANY.

Incorporated 1851

FIRE AND MARINE

Head Office	Capital -	$1,500,000.00
Toronto, Ont.	Assets, over - -	3,460,000.00
	Income for 1905, over	3,680,000.00

HON. GEO. A. COX, President.

J. J. KENNY, Vice-President and Man. Director.

C. C. FOSTER, Secretary.

BRITISH AMERICA ASSURANCE COMP'Y

FIRE AND MARINE.

Incorporated 1833

CASH CAPITAL, $850,000.00.
TOTAL ASSETS, $2,119,347.89.
LOSSES PAID SINCE ORGANIZATION, $27,383,068.64.

HEAD OFFICE, - BRITISH AMERICA BUILDING,
Cor. Front and Scott Sts., Toronto.

HON. GEO. A. COX, President. J. J KENNY, Vice-President
P. H. SIMS, Secretary. and Managing Director

Successful Advertising—How to Accomplish It

By J. ANGUS MACDONALD

A volume of 400 pages packed full of good stuff for advertisers. Price $2.00.

Sent post paid upon receipt of price.

TECHNICAL BOOK DEPARTMENT
MACLEAN PUBLISHING CO. LIMITED, TORONTO.

Distinctive Signs, Price Tickets and Show Cards

give character to your store. A sort of Trade Mark, as it were. Why not adopt as nearly a perfect style as possible?

We are specialists in this class of work and our ideas are free to anyone meaning business.

Our folder, WHY SIGNS PAY, can be had for the asking.

THE MARTEL-STEWART CO., LTD.
MONTREAL, CANADA

THE METROPOLITAN BANK

Capital Paid Up, - -	*$1,000,000*
Reserve Fund, - -	*$1,000,000*
Undivided Profits, - -	*$ 133,133*

We Solicit Your Account

GENERAL BANKING BUSINESS

Drafts bought and sold.
Letters of credit issued.
Collections promptly attended to.

SAVINGS DEPARTMENT

open at all branches.
Interest allowed on all deposit of one dollar and upwards.

Money

CAN BE SAVED BY MEANS OF AN ENDOWMENT POLICY.

YOU CAN ONLY SECURE SUCH A POLICY WHILE YOU ARE IN GOOD HEALTH.

Pamphlets and Full Particulars regarding the New Accumulation Endowment Policy sent on application.

Confederation Life ASSOCIATION

W. H. BEATTY, President.

W. C. MACDONALD, ACTUARY. J. K. MACDONALD, MANAGING DIRECTOR.

HEAD OFFICE, - TORONTO, CANADA.

GOOD ADVERTISING

The Editor of this Department will Answer Questions on Advertising and will Criticize Advertisements which may be Submitted to Him.

SPRING WALL PAPER ADVERTISING.

BY ARTHUR CONRAD.

AS I was looking through an advertising journal the other day, I came across an article purporting to outline a campaign for a wall paper dealer. Realizing that to many of the readers of Bookseller and Stationer the wall paper department is a profitable branch of business, I paid some attention to the article.

In the first place, the writer of this article premised that "the majority of dealers who sell wall paper only take care of what trade comes to them voluntarily." That is to say, as I understand it, few wall paper dealers advertise. This may be the case in the country where that writer resides, but I believe Canadian dealers are pretty free users of advertising space.

To prove this I picked up at random some sixteen newspapers, nearly all of them currently called "country weeklies," and published in towns and villages. In a dozen of these papers were to be found special wall paper advertisements, the largest running six inches double column. Of course these were not all booksellers' or stationers' advertisements. They averaged up fairly equally, one druggist and one general dealer to one bookseller and stationer.

Resuming my reference to the article quoted, the writer laid emphasis on the attractiveness and completeness of stock as the strongest point of argument, leaving price talk to a secondary place. Let us see how this applies to the campaigns conducted by our Canadian dealers.

George Porter, of Goderich, in a neat five-inch single-column advertisement, says: "We are showing in great variety very artistic 'Imported' wall paper, for drawing room, library, hall and dining room, also a number of select designs for bedrooms in dainty stripe and floral effect, etc..... ....Several new and very pretty designs in French and English washable tiles for lavatory, bathroom and kitchen, etc." The general atmosphere of this advertisement certainly tends to impress the reader with the attractiveness of the stock.

In W. J. Stephenson's advertisement in the Wetaskiwin newspaper is to be found merely an announcement, neatly composed it is true, but not making any particular statements about the beauty of the goods.

C. B. Scantlebury, of Belleville, in his advertisements has taken up the greater portion of the space with an announcement of his ability to do paper hanging and decorating. The reference to wall paper itself is very brief.

Ebert's Bookstore, at Port Elgin, takes up three inches double column to invite customers to drop in and see the latest designs and beautiful patterns in wall paper. As an announcement card this is all right, but again there is an absence of any elaborate description of the paper.

Knowles & Co., of Windsor, N.S., insert a breezy advertisement in their local paper: "Room, room, still room and lots of rooms that should have their bare and unsightly walls covered. We can help you do the job and make these rooms a thing of beauty, if not a joy forever; do you doubt it, then hasten to our paper emporium, and see what an up-to-date and natty stock of room papers and borderings we have selected from the output of one of the best manufacturers. We have them in all patterns, and in colors from the blush of Spring to the deepest tints of Fall. Keep the rolls a-rolling."

S. R. Rudd, of Arnprior, says: "Our wall paper for Spring, 1906, surpasses anything we have shown in variety, designs and colorings, bought right from the largest manufacturers in Canada and the United States." This might be all right if we knew what sort of stock Mr. Rudd had before.



A SAMPLE FROM GODERICH.

I haven't space to refer to the other advertisements. They nearly all are merely announcements.

The result of this brief review shows us that Canadian dealers are beginning to take space in their local papers, but that they have not got very far forward in skillful ad-writing. Next season I hope they will do something towards interesting the public in their wall paper designs.

NEW CANADIAN COPYRIGHTS

Registered at Ottawa during May, 1906.

Queen Victoria Post Card. Herbert C. Tinling, Hamilton.

Fenwick's Career. By Mrs. Humphry Ward. Book. William Briggs, Toronto.

Buster Brown and Tige and the Bold Bad Burglar Laughed. Pictures. The Canada Newspaper Syndicate, Limited, Montreal.

Tres Honorable Sir Wilfrid Laurier. Buste. Vincent Carli, Montreal.

Belles of '76. March Two-Step. By Chauncey Haines. Jerome H. Remick & Company, Detroit.

A Catechism on Canada for Confederation Day. For use on June 3, July 1 or 2, 1906. Published in Toronto News, Brantford Expositor, Hamilton Herald, Brockville Recorder, Guelph Herald, Ottawa Free Press, Montreal Herald, Winnipeg Free Press, Vancouver Province, St. John Times, and Halifax News. Frank Yeigh, Toronto.

A Vision of Immanuel. By Rev. John Johnstone. Book. Rev. John Johnstone, Winnipeg.

Vest Pocket Bookkeeper. Booklet. The Home Bank of Canada, Toronto.

The Makers of Canada, Bishop Laval. By A. Leblond De Brumath. Book. Morang & Company, Limited, Toronto.

First Legislature, 1906, Saskatchewan. Photo. Edgar C. Rossie, Regina, Sask.

The Canadian Girl. Song. Words and music by Wilson MacDonald. Pugsley, Dingman & Company, Limited, Toronto.

The Geisha Girl. Song. Words and music by Wilson MacDonald. Pugsley, Dingman & Company, Limited, Toronto.

Rose. Song. Words by Jerome P. Fleishman. Music by L. Frank Miller. Jerome H. Remick & Company, New York.

Nugent's Up-to-Date Dictionary. Livre. Librairie Beauchemin (a responsabilite limitee), Montreal.

Wacousta. A tale of the Pontiac Conspiracy. Revised edition, with foot-notes, and with illustrations, illustrated initials, end-paper design and cover design by Charles W. Jeffreys. By Major Richardson. Book. The Historical Publishing Company, Toronto.

Silver Slipper Waltz. By Arley Wentwith. A. Cox & Company, Toronto.

Courtship and Wedding. (1) Meeting. (2) Courting. (3) Discomfort. (4) Proposal. (5) Confirmation. (6) The Bride. (7) Bachelor Supper. (8) Wedding. (9) The Feast. (10) Alone at Last. (11) The Stork's Visit. (12) Happiness. Photos. Arthur Lawrence Merrill, Toronto.

Mr. and Mrs. Turtledove's New French Cook. (1). You Sweet Thing. When Did You Arrive? (2). Now Don't be so Shy. (3). Oh My! But You Are Lovely. (4). Sh! Sh! I Hear My Wife Coming. (5). Heavens! What Does She Mean. (6). Well, I Am Caught Sure Enough. (7). She Must Leave This House at Once. (8). Mr. Turtledove Trying to Get Out of the Difficulty. (9). Mr. Turtledove Making Promises to be Good. (10). Darling, I Love You More Than Ever. (11). Mr. and Mrs. Turtledove's Next "French" Cook. (12). Photos. Arthur Lawrence Merrill, Toronto.

The King of Diamonds. A Tale of Mystery and Adventure. By Louis Tracy. Book. McLeod & Allen, Toronto.

By Wit of Woman. By Arthur W. Marchmont. Book. McLeod & Allen, Toronto.

Apices Juris and other Legal Essays. In Prose and Verse. By Charles Morse, D.C.L. Book. Charles Morse, Ottawa.

Melody at Twilight. Intermezzo. By Fred S. Stone. Jerome H. Remick & Company, Detroit.

Dixie-Doodle Girl. By C. Powell. Music. Jerome H. Remick & Company, Detroit.

Fascination. By C. Powell. Music. Jerome H. Remick & Company, Detroit.

Evening Shadows. By C. Powell. Music. Jerome H. Remick & Company, Detroit.

The Wave. Intermezzo. By Oreste Vessella. The John Church Company, Cincinnati.

Hints on How to Teach the New Canadian Geography. By William Scott, B.A. Book. W. J. Gage & Company, Limited, Toronto.

Bill McLennan—His Yarns. Which is now being preliminarily published in separate articles in the Canadian Graphic, of Toronto. Frederick Rogers, D.C.L. Book. Temporary Copyright. Frederick Rogers, Sault Ste. Marie.

Vancouver's Buoy. Print. The Bond Sing Company, Vancouver, B.C.

High School Physical Science. Part 11. Revised edition. By F. W. Merchant, M.A., D.Paed. Book. The Copp, Clark Company, Limited, Toronto.

Famous Canadians. Consisting of Champlain, Jogues, Wolfe, Carleton, Vancouver, Mackenzie, Laura Secord, Tecumseh. Book. The Copp, Clark Company, Limited, Toronto.

Off the Rocks. By W. T. Grenfell. Book. The Sunday School Times Company, Philadelphia.

Salute to Williamsport. March. By C. E. Duble. Arr. by F. H. Losey. The Vandersloot Music Publishing Company, Williamsport, Penn.

Nuptial Waltzes. By Harry J. Lincoln. The Vandersloot Music Publishing Company, Williamsport, Penn.

The Air Rupture Cure. By John Joseph Gibbons. Book. John Joseph Gibbons, Toronto.

Halton, Waterloo and Wellington Counties Directory, 1906. The Union Publishing Company of Ingersoll, Ingersoll.

The Old Fort at Toronto. 1793—1906. By Jean Earle Geeson. Book. Jean Earle Geeson, Toronto.

A Dream of Pearls. Waltzes. By John T. Hall. John T. Hall Music Publishing Company, Inc., New York.

Canadian Nationality: The Cry of Labor, and other Essays. By W. Frank Hatheway. Book. W. Frank Hatheway, St. John, N.B.

Laval Valse. Par Wilfrid Beaudry. The Canadian-American Music Company, Limited, Toronto.

Marche Funebre. By J. T. Field. The John Church Company, Cincinnati.

Prelude in F. On a Pedal Base. Music. By J. T. Field. The John Church Company, Cincinnati.

Old Glory Evermore. Song. Words and Music by Thomas H. Chilvers. Jerome H. Remick & Company, Detroit.

Iola. Intermezzo. By Chas. L. Johnson. Whaley, Royce & Company, Limited, Toronto.

The Ottawa Driveway, Near Bank Street, Showing the Cedars on Canal Bank of the Rideau. Post Card. G. R. Lancefield, Ottawa.

Wesley and His Century: A Study in Spiritual Forces. By Rev. W. H. Fitchett, B.A., LL.D. Book. William Briggs, Toronto.

Ingersoll. Post Card. George W. Wood, Ingersoll.

Interim Copyrights.

Premier of Canada—Speech Regarding the G. T. P. Railway. National Transcontinental Railway. Resources of the country between Quebec and Winnipeg along the line of the Grand Trunk Pacific Railway. Compiled from authentic sources of the Geological Survey, by Harvey Roy. Book. Harvey Roy, Ottawa.

Dowler's Guide to the City of Calgary and Suburbs. Map. Leo Dowler, Calgary, Alta.

BEST SELLING BOOKS OF THE PAST MONTH.

As Reported by Leading Canadian Retail Dealers.

CALGARY.

1. "The Spoilers," by Rex E. Beach. Poole.
2. "Lady Baltimore," by Owen Wister. Macmillan.
3. "Karl Grier," by Louis Tracy. McLeod.
4. "The Jungle," by Upton Sinclair. McLeod.
5. "The House of One Thousand Candles," by M. Nicholson. McLeod.
6. "Cowardice Court," by G. B. McCutcheon. Briggs.

CHARLOTTETOWN.

1. "Fenwick's Career," by Mrs. Ward. Briggs.
2. "The Marriage of William Ashe," by Mrs. Ward. Briggs.
3. "The Clansman," by Thomas Dixon.
4. "Ben Blair," by Will Lillibridge. Briggs.
5. "The Jungle," by Upton Sinclair. McLeod.
6. "The Mystery of June 13th," by M. L. Severy. Briggs.

COLLINGWOOD.

1. "A Son of the People," by Baroness Orczy. Briggs.
2. "The Deluge," by D. G. Phillips. McLeod.
3. "The Corsican Lovers," by C. F. Pidgin. Copp.
4. "The Girl from Tim's Place," by C. C. Munn.
5. "Alton of Somasco," by Harold Bindloss. McLeod.
6. "The Jungle," by Upton Sinclair. McLeod.

GUELPH.

1. "Lady Baltimore," by Owen Wister. Macmillan.
2. "The Portreeve," by Eden Phillpotts. Macmillan.
3. "Fenwick's Career," by Mrs. Ward. Briggs
4. "Karl Grier," by Louis Tracy. McLeod.
5. "The Jungle," by Upton Sinclair. McLeod.
6. "The Opal Serpent," by Fergus Hume. Briggs.

HALIFAX.

1. "Alton of Somasco," by H. Bindloss. McLeod.
2. "Karl Grier," by Louis Tracy. McLeod.
3. "The Gambler," by K. C. Thurston. Revell.
4. "Kid McGhie," by S. R. Crockett. Copp.
5. "Lady Baltimore," by Owen Wister. Macmillan.
6. "When It was Dark," by Guy Thorne. Briggs.

HAMILTON.

1. "The Scarlet Pimpernel," by Baroness Orczy. Briggs.
2. "The Golden Greyhound," by Dwight Tilton. McLeod.
3. "Alton of Somasco," by Harold Bindloss. McLeod.
4. "Fenwick's Career," by Mrs. Ward. Briggs.
5. "Lady Baltimore," by Owen Wister. Macmillan.
6. "The Dawn of a To-morrow," by F. H. Burnett. McLeod.

KINGSTON.

1. "Fenwick's Career," by Mrs. Ward. Briggs.
2. "The Wheel of Life," by Ellen Glasgow. Musson.
3. "Saints in Society," by Mrs. Saunders. Copp.
4. "The House of One Thousand Candles," by M. Nicholson. McLeod.
5. "The Angel of Pain," by E. F. Benson. Lippincott.
6. "Barbara Winslow, Rebel," by Elizabeth Ellis. Musson.

MONCTON.

1. "Fenwick's Career," by Mrs. Ward. Briggs.
2. "Lady Baltimore," by Owen Wister. Macmillan.
3. "The Scarlet Pimpernel," by Baroness Orczy. Briggs.
4. "Alton of Somasco," by Harold Bindloss. McLeod.
5. "A Son of the People," by Baroness Orczy. Briggs.
6. "Cowardice Court," by G. B. McCutcheon. Briggs.

MONTREAL.

1. "Fenwick's Career," by Mrs. Ward. Briggs.
2. "Pam Decides," by Baroness Von Hutton. Musson.
3. "Lady Baltimore," by Owen Wister. Macmillan.
4. "First it was Ordained," by Guy Thorne. Musson.
5. "The Opal Serpent," by Fergus Hume. Copp.
6. "Mr. Wingrave, Millionaire," by E. P. Oppenheim. Copp.

PETERBORO'.

1. "Lady Baltimore," by Owen Wister. Macmillan
2. "Fenwick's Career," by Mrs. Ward. Briggs.
3. "Alton of Somasco," by Harold Bindloss. McLeod.
4. "Karl Grier," by Louis Tracy. McLeod.
5. "The Jungle," by Upton Sinclair. McLeod.
6. "The Garden of Allah," by Robert Hichens. Briggs.

PORT ARTHUR.

1. "The Jungle," by Upton Sinclair. McLeod.
2. "Karl Grier," by Louis Tracy. McLeod.
3. "My Friend the Chauffeur," by Williamson. Musson.
4. "The Pillar of Light," by Louis Tracy. McLeod.
5. "Dearlove," by Frances Campbell. Copp.

SARNIA.

1. "Giant Circumstance," by John Oxenham. Copp.
2. "Kid McGhie," by S. R. Crockett. Copp.
3. "Mr. Wingrave, Millionaire," by E. P. Oppenheim. Copp.
4. "The Scarlet Pimpernel," by Baroness Orczy. Briggs.
5. "A Rock in the Baltic," by Robert Barr. McLeod.
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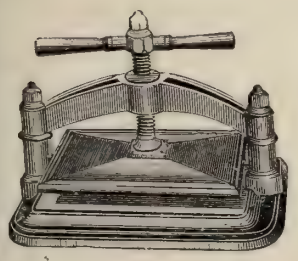


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WE beg to formally announce to our customers and the trade in general that Mr. H. H. Edmison has been admitted to the firm, which will now operate under the style of

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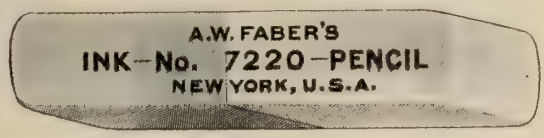
and we ask for the continued favors we have received in the past and can assure our customers of better service in the future.

Mr. Edmison will take charge of the Office and the Druggist Sundries Department, where his very practical knowledge will materially assist in the advancement of these lines, which will be given special attention in our business in the future.

New lines for Fall Trade are arriving daily, and we ask to be favored with a look through our range before placing your order elsewhere.

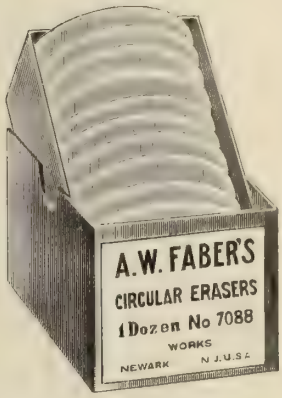
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Fac-simile of a souvenir postal card shown in colors in upper right hand corner. Size, 10 x 20½. Space for imprint.

Write for as many as you can use, giving us enclosure instructions.

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THE JUNE-JULY ISSUE OF OUR HOUSE ORGAN

The Pen Prophet

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L. E. Waterman Company of Canada,

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We are at our best this season. There is no limit to the variety of design and beauty.

Every taste is catered for, and every purse is studied—almost as well as if we knew your individual customers.

The attractiveness of the "Celluloids" is compelling very large orders. These cards are cut out, embossed, and hand colored. With ribbon bow, or cord and tassel.

Our other lines are popular too. Every card is a winner. The BEST for you and your customers.

If you haven't ordered yet, please hurry.

DAVIDSONS'
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Always something new. The latest are the "Tom Browne" comics, sets 2586 to 2591.

2586 Seaside	2589 Johnny's Ma
2587 Cycling	2590 Overworked Clerk
2588 Johnny's Pa	2591 Art of leaving one's Purse at Home

There's more fun in this new half dozen sets than in a score of comic papers.

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These Five and Ten-Cent lines are easy sellers and good money makers. There are 27 numbers, all told. Beautiful designs and choice colorings.

They are unquestionably the most attractive calendars on the market. Above competition and beyond imitation.

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have complete lines of all our publications. Be sure you examine them carefully, when traveller calls, and

ORDER EARLY

These lines are admittedly the finest on the British market and our reputation as card and calendar publishers has been greatly enhanced by this season's publications

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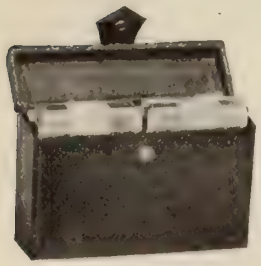
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THE demand for a clean, tenacious, and pure mucilage, secure against the corrosive influences affecting the average product in this line, induced us to put upon the market Higgins' Taurine Mucilage. It avoids the defects of the cheap and nasty dextrine and the dear and dirty gum mucilages. It is stronger, catches quicker, and dries more rapidly than any other mucilage, and is perfectly clear, clean, non-corrosive, non-sedimentary, and pleasant to sight and scent It is put up in both bottles and safety shipping cans, and will be found not only convenient for use, but entirely satisfactory so far as its working qualities are concerned. It will please your trade.

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BLACKS AND COLORS
The Standard Liquid Drawing Inks of the World

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CIRCULAR POINTED PENS

These series of Pens neither scratch nor spurt. They glide over the roughest paper with the ease of a soft lead pencil. Assorted Sample Boxes, 6d., to be obtained from all Stationers. If out of stock, send 7 stamps to the Works, BIRMINGHAM. Attention is also drawn to our Patent Anti-Blotting Pens.

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VERY satisfying to those who desire an agreeable Fabric Finish Paper at a moderate price. A little lighter in weight than our Holland Linen. Carried in White and Azure in different sizes in Ream goods; also in Papeteries and Tablets.

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A NEW line of Stationery in White Fabric Finish. The name is very appropriate, as the paper used is watermarked with Maple Leaves, giving it a distinctively Canadian effect. Carried in Oxford and Royal sizes in Ream goods and Papeteries.

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Subscription, One Dollar a Year. Single Copies, Ten Cents.

Vol. XXII. MONTREAL AND TORONTO, CANADA, JULY, 1906. No. 7.

AMONG THE PUBLISHERS

An invaluable book for the lover of birds is Chester A. Reed's "Bird Guide," in two parts, bound separately. Part I takes up water and game birds east of the Rockies, and Part II land birds east of the Rockies. The two are pocket size and can be carried about without inconvenience. Each bird is illustrated in colors and a full description given of its habits, its song, its nest and eggs and its range and breeding range. A complete index and a general introduction add to the usefulness of the book. It is published by the Musson Book Co., price 50 cents for each part.

* * *

Fitchett's "Wesley and His Century" displays the same brilliancy of style, picturesqueness of treatment and clear insight that have marked his previous volumes and secured him almost an unique place among present day writers. In John Wesley, it must be said, he had a personality that lent itself peculiarly to the author's style of work. The biography will undoubtedly rank as the most readable of all the lives of the founder of Methodism, and as one of the most attractive works of its kind in literature. (William Briggs.)

* * *

It is expected that Mrs. Henshaw's "Mountain Wild Flowers of Canada," announced for issue some time ago but inadvertently delayed in the press, will be ready early in July. The work is strongly endorsed by Prof. Macoun, who writes the author: "It was the one book needed. That the work should have been done as you have done it is more than I could have hoped. The beauty of the photographs, the absolute correctness of the grouping of the flowers, the concise and yet complete descriptions, make it easy for even the visitor of a day to identify all the plants he is likely to see." The book will be illustrated with 100 superb plates, and will be handsomely printed and bound.

* * *

A very fine poem in one hundred and twenty stanzas, entitled "A Vision of Immanuel," by Rev. John Johnstone, a Presbyterian clergyman at present resident in Winnipeg, has just been published in neat book form by William Briggs. It is a thoughtful study, expressed with great beauty of language and form, of the matchless life of Christ of Galilee.

* * *

With commendable enterprise and in a very short space of time Laird & Lee, the Chicago publishers, prepared a book on the San Francisco disaster, which was published about June 1, with the title, "The Doomed City." The story is written by a resident of California, Frank Thompson Searight, who is thoroughly acquainted with the topography of the ill-fated city. The book is illustrated with over forty half tone reproductions of actual photographs and should prove a valuable memorial of the great historical event. (Cloth, 50 cts.; paper, 25 cts.)

* * *

Laird & Lee, of Chicago, have issued a book of views of the San Francisco disaster, containing 116 half tone reproductions from original photographs, describing graphically the scenes which followed the havoc wrought in the beautiful city. These vivid pictures, with the realistic descriptions, constitute a complete and accurate history of the great catastrophe. Numerous general views of the ruined city are given, both during the progress of the conflagration and close after the quake. Detailed snap-shots of different sections and important buildings, landmarks, parks, refugees in flight and in camp, soldiers feeding the hungry and relieving the suffering, are among the interesting scenes in this tragic panorama. The book is printed on heavy enameled paper. (Cloth, 25 cts.; cloth, boxed, 75 cts.)

* * *

A popular revised edition of "The Life of John Wesley" by John Telford, B.A., has been issued by Charles H. Kelly, 26 Paternoster Row, E.C., London, bound in paper boards at one shilling net. The book contains 406 pages and is well printed and indexed. This is undoubtedly the authoritative life of the great founder of Methodism and should find a ready sale in Canada.

* * *

T. Fisher Unwin, the London publisher, who is represented in Canada by Mr. George Smith, is sending advance information regarding a number of interesting volumes now on the press. Among them is a new book by Jerome K. Jerome, the title of which is not yet announced; a new novel by Silas K. Hocking, and a novel entitled London Lovers," by the author of "Saints in Society." There are also interesting numbers in preparation, with which the names of Florence Warden, Horace Vachell, Mrs. Burton Harrison, Annie E. Holdsworth, Alice and Claud Askew, and others, are associated. A splendid cheap edition of "Lhassa, the Thibet Expedition 1903-04," by Percival Landon, is just ready,

and is of exceptional interest on account of the fact that it will be sold for about one-fourth the cost of the original edition. It contains an introduction by Colonel Younghusband, with 55 illustrations and four maps. This is a very handsome volume in spite of the great reduction in price. "In Search of El Dorado," by Alexander MacDonald, comes well to the front in a specially cheap illustrated edition. This volume is handsomely bound in decorative cloth and is in the 5 shillings list. The Canadian trade will be supplied, as formerly, by George Smith, Richmond street west, Toronto.

* * *

An edition of "Plutarch's Lives," in four volumes, has been added by George Bell & Sons, of London, to their York Library. The translation is by Aubrey Stewart and George Long, and was first published in Bohn's Library in 1880-1882. It has since been revised and frequently reprinted. It is now presented in a convenient and cheap form, selling in cloth at 2s. net per volume and in leather at 3s. net.

* * *

Washington Irving's "Sketch Book," which includes the story of Rip Van Winkle among its contents, has been added to George Bell & Son's York Library.

* * *

George Newnes, Limited, announce for immediate publication in their sixpenny series, Mr. David Christie Murray's "A Martyred Fool." By a strange coincidence, this novel, which, as is so well known, deals with the adventures of an anarchist who brought about his own destruction in a moment of desperation, was already in the press when the Madrid outrage occurred. This story, therefore, is of particular interest at the present moment.

* * *

"Thurtell's Crime," the story of a known tragedy, by Dick Donovan, is one of the new publications of Werner Laurie, Clifford's Inn, London. It deals with one of the tragedies of modern times, that aroused the interest of press and public to a high pitch some years ago. The book is sensational throughout, and is obviously intended for a class of readers whose literary tastes lie in the direction of criminal adventures.

* * *

Announcement is made that the publishing house of Fox, Duffield & Company, from which Mr. R. K. Fox has retired, will hereafter be known as Duffield & Company. This corporation, organized a little more than three years ago under the laws of the State of New York, has now some three hundred books in its catalogue, including titles acquired by the purchase of the business of Herbert S. Stone & Company, of Chicago. Pitts Duffield is president and treasurer of the company, Frederick A. Richardson is vice-president, and Kenneth G. Duffield secretary.

* * *

"The Subjection of Isabel Carnaby," by Ellen Thorneycroft Fowler, is now ready in a Canadian edition with the imprint of William Briggs.

* * *

Marie Corelli's new novel to be issued by William Briggs on August 1 is entitled "The Treasure of Heaven." It deals with the problem of wealth.

* * *

The new McCutcheon book, "Jane Cable," will be ready in a Canadian edition early in September. Colored illustrations by Harrison Fisher add greatly to its interest. (William Briggs.)

"The Roosevelt Bears," by Seymour Eaton, is a picture and rhyme book for the young, which William Briggs will issue about August 1. It contains 16 colored plates and numerous black and white drawings. Cloth, $1.50.

* * *

"Count Bunder," by the author of "A Lunatic at Large," will be published by William Briggs early in July.

* * *

"Sir Nigel," by Sir Conan Doyle, will be published by William Briggs late in September.

* * *

The third edition of "The Scarlet Pimpernel," published by William Briggs, is nearly exhausted.

* * *

"The Call of the Blood," by Robt. Hitchins, will be published in August by William Briggs.

* * *

The Macmillan Co. of Canada are illustrating their new fiction with pen and ink drawings of leading characters and scenes. The effect is decidedly pleasing.

* * *

A new book on Socialism, by Spargo, author of "The Bitter Cry of the Children," will be published by the Macmillan Co. at an early date. Price, $1.25.

* * *

The Macmillan Co. are publishing a $1.75 line of travel books, illustrated with numerous three-color plates, the printing of which are first-class. "Oxford," "The Norfolk Broads," "Cities of Spain," "The Land of Pardons," and "A Wanderer in Holland," are the titles ready.

* * *

"Elizabeth and Her German Garden." A new edition has been published by the Macmillan Co. It is beautifully illustrated with three-color plates by Simon Harmon Vedder. Price, $2.

* * *

"The Life of Animals," by Ernest Ingersoll, illustrated with three-color plates, is published by the Macmillan Co. The price is $2.

* * *

Kipling's new book, "Puck, of Pooks Hill," will be published in Canada by the Macmillan Co. in October. London critics say it is Kipling's best since "Kim." The price will be $1.50.

* * *

A Canadian edition of "The Curious Career of Roderick Cameron" is to be published by the Macmillan Co. in July. The book was originally published in the United States in 1901, and has had a big sale in that country.

* * *

A complete edition of Tennyson's works will be published by the Macmillan Co. at an early date. Price, 75c.

* * *

The Macmillan Co. are publishing a New Classical Library, to retail at 90c. The books are well printed and are bound in flexible leather. Several authors are ready, including Plato and Plutarch.

* * *

"Highways and Byeways in Dorset," by Sir Frederick Treves, has been added to the Highways and Byeways Series published by the Macmillan Co.

* * *

William Le Queux's "The Invasion of England," which has caused such a sensation in England, will be published at an early date by the Macmillan Co. of Canada.

OUR PORTRAIT GALLERY

REV. A. G. MACKINNON.

IT is not often than Canadians make their home in the Old Land, but it can be said of the few that do so that they make themselves felt in the life of the Mother Country. Among the sons of the Dominion living in Scotland is a young Presbyterian divine, Rev. A. G. Mackinnon, who has attained considerable prominence in the councils of the church and who has recently published a book that has been most favorably received.

Rev. A. G. Mackinnon was born at Hopewell, Pictou County, Nova Scotia, in 1871, the youngest son of Rev. John Mackinnon, minister of the Union Presbyterian Church of that village. He studied at George Watson's College, Edinburgh, graduated from the Edinburgh University, and afterwards from the Free Church Theological Hall of that city. For some months he was assistant to Rev. Dr. Ross Taylor, of Kelvinside Church, Glasgow, when he was called to Victoria Church, Lochmaben, a royal burgh in the south of Scotland, and the ancestral home of the Bruces of Scottish fame.

Three years ago he was the commissioner of the United Free Church of Scotland to the Canadian general assembly, which met at Vancouver, and on that occasion preached before the assembly. While on that trip



Rev. A. G. Mackinnon.

he wrote a series of articles on the advantages which Canada offered to Scottish emigrants, for the Weekly News, of Glasgow. These articles contained carefully collected facts and attracted some attention in the Old Land. They have helped to turn the eyes of Scottish farmers and artisans to the possibilities of the Great West.

His recent book, "Spiritually Fit," contains a number of popular addresses on practical religious topics, dealing with a young man's spiritual equipment. They are not theological in their structure, but meant for the aid of the average man in the pew, and are lit up with breezy and apt illustrations. These addresses were delivered last Winter on Sunday evenings in his own church, were printed in the local press, and met with such general commendation that it was thought advisable to put them in more permanent book form.



Arthur Stringer.

ARTHUR STRINGER.

ARTHUR STRINGER, the author of "The Wire Tappers," which reveals a phase of metropolitan life little known to most readers, was born in Canada, and educated at the University of Toronto and at Oxford University. He has already published three novels and two volumes of verse, and has been a frequent contributor to the magazines, but in "The Wire Tappers" he has made a new departure. For a hero and heroine he has taken an electrical inventor and a beautiful girl of English birth, both of whom become for a time associated with a man who attempts by wire tapping to beat the New York pool rooms. The efforts of the girl to uplift the man she loves and to extricate him and herself from evil associations, together with some absorbing adventures which they share, make an unusually entertaining story which is filled with surprises.

Mr. Stringer still gives much of his time and attention to his Canadian fruit farm. He has also made two trips into the remoter portions of the Canadian Northwest, roughing it in the midst of trappers and Indians. Indeed, Mr. Stringer embarks on one of these expeditions once every year. Last year it was to Sicily and Morocco; the year before it was an extended canoe trip through the Lake Temagami district—for, although addicted to the writing of novels, Mr. Stringer still lays claim to being an athlete.

BOOKS OF THE MONTH

BAIRD, JAMES.—"Nyono at School and at Home: The Story of an African Boy." Edinburgh: Oliphant, Anderson & Ferrier. Cloth, 1 shilling net. Mr. Baird is connected with the Church of Scotland mission at Blantyre, British Central Africa, and to arouse the interest of the young people at home in the mission, he tells the story of one of the pupils—how he spends his time and what his future is to be. The book is well illustrated.

CHURCHILL, WINSTON.—"Coniston." Toronto: The Macmillan Co. Cloth, $1.50. In the person of Jethro Bass, political boss, Winston Churchill has painted a remarkable type of man and his portraiture is most convincing. The book may well be described as the life story of Bass, even though many another character crosses its pages. How his powers are called into play by the love of a woman, how they reach their zenith in a perfectly organized system, how the daughter of his old love comes into his life and calls out all that is best in him—these are some of the outstanding features of the story. Humor and pathos are mingled throughout its pages and a rare human interest pervades every chapter.

CORNELL, HUGHES.—"Kenelm's Desire." The Musson Book Co., Toronto. Cloth, $1.50. A pretty love story, the scenes of which are laid in British Columbia. The hero, Kenelm Fraser, an Alaska Indian, is adopted and educated by a Scotch family: Possessing mental gifts with ambition he becomes a political and social success. Meanwhile he meets and falls in love with Desire Llewellyn, a beautiful girl with musical tastes and ambitions. The only bar to their happiness is race prejudice on the part of the young lady's mother. This is eventually overcome and a happy consummation is reached. The writer shows familiarity with the natural features and also the political and social conditions existing in the western province.

FOSTER, R. F.—"Complete Bridge." Toronto: The Musson Book Co. Cloth, $1.50 net. This admirable compendium on the popular card game should have many purchasers. It is complete in itself, not simply an exposition of one man's theories but a general explanation of all theories. Each is illustrated by a hand which is played completely through and the arrangement is excellent. A bibliography and glossary complete the book.

GRAY, MAXWELL.—"The Great Refusal." Toronto: The Copp, Clark Co. Cloth, $1.25. A novel dealing with the evils arising out of the commercial spirit of the present day and the remedy along the lines laid down by Ruskin. The subject is treated academically by a bright group of young Oxford men who later reduce their theories to practice in the slums of London and finally by establishing a colony in East Africa. Adrian Bassett, the hero, seeing in himself the modern representative of the rich young man in the parable, literally obeys the Master's command and gives not only his possessions but also himself to the poor. He finds in Blanche Ingram a kindred spirit and eventually a partner in carrying out his philanthropic schemes. There are other characters of much interest and also many touching and pathetic incidents in this brilliantly written book.

HAGGARD, RIDER.—"The Way of the Spirit." Toronto: The Musson Book Co. Cloth, $1.25. As a story many of the incidents in this book are highly improbable. As a study of faith and renunciation as principles of life attaining to victory over every trial and temptation it is intensely interesting. Rupert Ullerslaw, a man endowed with the finest qualities of mind and heart and withal a mystic, has in his youth unwittingly sinned. He is henceforth under a vow of renunciation. Then Job-like he suffers loss and fiery temptation, yet to the very end he maintains his integrity and sins not. His wife, Edith, and the beautiful eastern maiden, Mea, are at once the sources of his greatest joy and his greatest sorrow. The scenes are laid in London and the Soudan. The book has much of the usual mysticism of the east that characterizes this well known and popular writer.

HAINS, T. JENKINS.—"The Voyage of the Arrow." Toronto: The Copp, Clark Co. Cloth, $1.25. As a sea story this new romance by the author of "The Black Barque" presents some novel features. Apart from the nautical flavor which permeates its pages and lends character to its incidents, there is worked out a somewhat unique plot. A convict ship is made to drift in a dead calm near to the Arrow, on board which the writer holds the berth of first mate. The convicts mutiny, burn their prison-ship and take possession of the Arrow. The mate, in order to save the heroine, who is neice to the captain of the Arrow, makes a compact with the mutineers and navigates the ship. The story of how he escapes with the girl is thrilling. Several typical sea characters figure in the tale.

LECLAIRE, ALPHONSE.—"Guide Along the St. Lawrence." Montreal: Montreal News Company. For a long time there has been felt a need for some book which would make it possible for the traveler along the St. Lawrence to understand and appreciate the great river and the villages and historical spots along its shores. This is, in a few words, just what this book is, an historical, legendary and topographical guide along the St. Lawrence from Montreal to Chicoutimi on the Saguenay, and to Cacouna. The book is profusely illustrated, there being no less than two hundred and thirty-five engravings and some seventeen charts of the river. For tourists and travelers along the St. Lawrence it will be found invaluable as a guide, describing at the same time so adequately as it does the many historical places on the route.

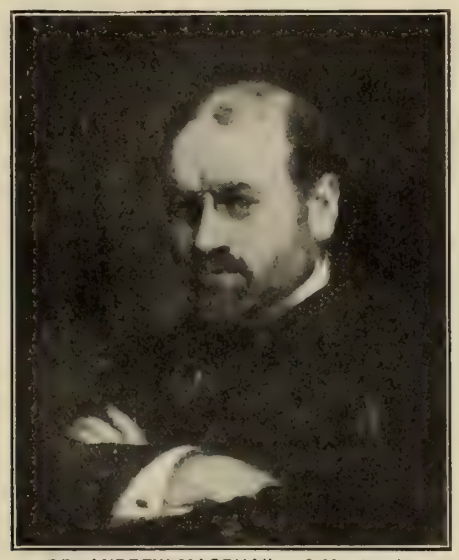
McMANUS, BLANCHE.—"Our Little Scotch Cousin." Boston: L. C. Page & Co. Cloth, 60 cents. Still another addition to the "Little Cousin Series," which now embraces books about the children of nearly every nation on earth. The book about Donald, Sandy, Janet and Marjorie is full of educative material, cleverly concealed in the form of a story. Historic places are visited and quaint customs explained, so that by the time the book is finished the child is quite familiar with Scotland.

NICHOLSON, MEREDITH.—"Poems." Indianapolis: The Bobbs-Merrill Co. Cloth, $1.25. Mr. Nicholson is probably better known as the author of "The House of a Thousand Candles" than as a poet. Yet magazine readers will doubtless have noted occasional poetical contributions from him in the Century, Harper's and other periodicals. In this volume of verse

are collected many of these poems. The work is characterized by a charm and distinction that place Mr. Nicholson well to the fore among contemporary poets. He writes with ease and grace and there is a simplicity about his verses which makes them very pleasing.

PHILLIPS, DAVID L.—"The Fortune Hunter." Indianapolis: The Bobbs-Merrill Co. Toronto: McLeod & Allen. $1.25. In this, his latest book, Mr. Phillips has made a new departure. Leaving the fields of politics and finance from which he has been accustomed to select his subjects, his facile pen has produced a charming sketch of middle class German life in New York City. The reader is introduced to the Branners, a typical family, simple, industrious, prosaic, whose philosophy of life is summed up in the three words, work, love, and home. The serenity of their lives is invaded by Mr. Feurstein, actor and dead-beat, whose melo-dramatic career and tragic end divide the interest with the sweet innocence of Hilda Branner. There is a certain freshness and naivete about this story that is quite captivating.

ROUTHIER, A. B.—"Quebec at the Dawn of the Twentieth Century." Montreal: The Montreal News Company. Judge Routhier, of the Superior Court, has in this volume given to the public a most complete history of the beautiful and quaint Canadian City of Quebec. The old city is described in its every aspect. Its topography, history, legends and historical treasures are dealt with in a manner which shows that the author knows whereof he writes. One chapter deals with the many churches to be seen in the ancient capital; another is given up to the monuments; the public buildings are brought before the notice of the reader in another part of the book. The legends of Quebec are written most entertainingly, and hold one's attention throughout. Historical facts are related in a manner which is anything but dull. The social life of the city is the title of one chapter and the subject is given full justice. The book is well printed on excellent paper and contains over two hundred and fifty illustrations. It should be in the library of every person interested in Canadian literature. The first edition, by subscription, was entirely sold before it was off the press.



DR. ANDREW MACPHAIL, of Montreal.
Author of "The Vine of Sibmah." (Macmillan.)

SMITH, GOLDWIN.—"In Quest of Light." Toronto: The Macmillan Company of Canada. Cloth, $1.25 net. The light of which the author is in quest is that appertaining to man's existence after this life is ended. The traditional and the supernatural in religion he dismisses. The Mosaic story of the fall of man he declares has been dispelled by scientific research and with that dispelled so must also the doctrine of the atonement and the belief in the resurrection be discarded. Reason, he maintains, must rule, and Bishop Butler is quoted to sustain his argument. He scouts the idea of propounding any theory of his own and while he asserts that nothing positive is known in regard to the future life he leans rather to the belief that this life does not end all. Indeed, he asserts that without a belief in future life "interest in the future of our own race would lose its force; reason would bid each man aim simply at a comfortable passage through life." But he holds that it is not on the old ground that the doctrine of a future life can be sustained. He suggests that in the process of time evolution may prove its existence and that the germ-plasm may terminate in spiritual life. Destruction, Goldwin Smith declares, is far from his object. "We seek amid these troubled waters to find if possible some anchorage for a reasonable faith."

SNAITH, J. C.—"Henry Northcote." Toronto: The Copp, Clark Co. $1.25. A book of remarkable power and originality. Its interest is not based on the usual requirements of the mere story. It has, so to speak, neither time, action nor location. Even its characters are subordinated to its great theme—the eternal principles of law and justice. Henry Northcote is a genius after the order of Faust and although the book is more than a mere imitation it is constructed largely along the lines of Goethe's immortal drama. Bold and dashing in style and abounding in paradox, the author dares to follow arguments to their logical issues. The special pleading in the murder trial and the after scene in the judge's private room possess high literary merit. Caviare to the ordinary reader, this book cannot fail to elicit diversity of opinion from the reading public.

THORNE, GUY.—"Made in His Image." Toronto: The Copp, Clark Co. $1.25. A new book by a popular author, which in quality and treatment is equal to any of its predecessors. Two young men, equipped with all that social influence, wealth and political power can bestow, turn their attention to the solution of the difficult question of "the unemployed." Equally animated by patriotic motives, they are diametrically opposed in their methods. Charles Bosanquet, agnostic, inaugurates a process by which the unfit are to be gradually eliminated, with disastrous results. John Hazel, Christian, illustrates in his own person the divine way of self-sacrifice as the only effective means of reinstating the lapsed masses.

VON HUTTEN, BETTINA.—"Pam Decides." Toronto: The Musson Book Co. $1.25. A sequel to "Pam," an earlier novel by this clever authoress. The heroine, who is not conventional and who has neither name, position nor inheritance, finds herself at the age of twenty-seven confronted with the problem of making a living for herself and her aged attendant. Just at the moment when her brave spirit has been tested almost to its limit Prince Charming appears in the person of Jack Lensky, and a competence is provided through a bequest from an old friend and admirer. From this point the story moves on through a number of charming and romantic incidents until the usual conventional ending is reached.

THE MAGAZINE COUNTER

FEATURES OF CURRENT ISSUES.

FICTION will take a foremost place in the August number of the Atlantic Monthly. A number of well-known story writers will contribute. Among other features will be "The Humor of the Colored Supplement," "A Dissolving View of Punctuation," and "Vulgarity."

In the August Century will appear the opening chapters of "Running Water," a new serial by A. E. W. Mason, author of "The Four Feathers." It is a strong novel of adventure as well as of character development.

Dealers will find in the July number of the Woman's Home Companion a tempting bait for Summer customers. There are a large number of short stories in it, and many hints for the holidays.

Among the special color inserts in the July issue of the International Studio are to be found a reproduction of "The Estuary of the Dee" from the water color drawing by Frank Short; a photogravure reproduction of Rembrandt's painting, "The Night Watch;" a reproduction of Maxfield Parrish's "Dies Irae," an illustration of Kenneth Grahame's "Dream Days" from the original in the possession of Mr. John Lane; "A House in the Midlands," an elevation by M. H. Baillie Scott, architect; "In the Park" from the painting by D. S. Neave; "Study of a Head," by G. Clausen; "Santa Maria Della Salute," from the etching by Frank Brangwyn; and a drawing in sepia by Mary Watson.

The July number of Munsey's Magazine contains an interesting article on "The Canadians in the United States," illustrated with 26 portraits of prominent Canadians. There is also an article on "Margaret Anglin," the Canadian actress.

The July number of the World To-Day contains a number of full-page portraits of American university presidents and popular mayors of American cities. The contents are up to the usual standard.

The August fiction number of Scribner's Magazine will contain stories by Edith Wharton and Kate Douglas Wiggin. There will be four pictures in color by A. B. Frost, besides many other interesting features. The cover, beautifully printed in colors, will give the magazine a most attractive appearance.

Stories by S. Frances Harrison, Theodore Roberts and the late Kate Westlake Yeigh will appear in the August issue of the Canadian Magazine. Among other contents will be "The Women of Spanish America," "Bridging the St. Lawrence," and "The Exhibition Habit."

The Keystone Magazine is the title of a new magazine started in Vancouver, B.C., in May. It is published by the Keystone Press Co., Limited, Richards street, and sells at 15c. per number, $1.50 per year. It is edited by F. W. Pettit.

President David Starr Jordan, of Stanford University, is investigating the cause of the great earthquake which ruined San Francisco, and the result of his research will appear exclusively in the Cosmopolitan. The August number will be strong in fiction, including stories by W. W. Jacobs and Norman Duncan.

Portraits of sixteen of the most famous titled beauties of England will appear in the August issue of the Metropolitan. The number will be the Midsummer Holiday Number, and will contain many choice features.

Like the other magazines, the American will bring out a midsummer fiction number in August. Its first story will be "The Derelicts," by L. Frank Tooker, which is said to be one of the best romances of the year. An interesting article on gas corporations will be a feature of the number.

The dastardly attempt on the life of the King and Queen of Spain, together with the marriage ceremony and attendant festivities, were fully illustrated in the London Graphic Double Wedding Number, from sketches and photographs by their special artist and photographers in Madrid. A special feature of the illustrations is a double-page reproduction of a photograph showing the actual explosion, the operator at the time having no idea that the outrage was pictured on his plate.

The price of Appleton's Magazine is now 15c. per copy, or $1.50 per year. The character of the contents will be maintained at the old standard, when Appleton's sold for 25c. In the August number, Maxim Gorky will publish his "Impressions of America," there will be eight stories of uncommon excellence, while of general articles there will be good store.

The August number of the Pall Mall Magazine will be a Summer number, and will in consequence be lighter in tone than usual. It will contain stories by Eden Phillpotts, J. J. Bell, Joseph Conrad, H. C. Bailey, Lawrence Mott and Cutcliffe Hyne.

In the August issue of Lippincott's will appear a novelette by Ralph Henry Barbour, entitled "An Adventure in Arcady." Those who remember his delightful romance, "Kitty of the Roses," will enjoy this new story.

"The Story of Montana," by C. P. Connolly, will begin in the August number of McClure's Magazine. This number will be rich in short stories, the contributors including Myra Kelly, O. Henry, Jack London, Mrs. Woodrow, Rudyard Kipling, and others.

The American Magazine, long known as Leslie's Monthly, controlled by Frederic L. Colver, with Ellery Sedgwick, William Morrow, R. C. Wilson and C. D. Spalding as associates, has been sold to the Phillips Publishing Co., composed of John S. Phillips, Lincoln Steffens, Ray Stannard Baker, Ida M. Tarbell and A. A. Boyden, long connected with McClure's Magazine, and Peter Finley Dunne and William Allen White. It is understood the price paid was in the neighborhood of $400,000.

Mr. Charles Dwyer has resigned as editor of the Delineator, after a service of twenty-five years upon the editorial staff. His successor is Mr. Ralph Tilton.

McClure, Phillips & Co. intend to make some important changes in their recent purchase, Public Opinion. A vigorous editorial policy will be adopted.

The case of Messrs. Pearson against Mr. T. P. O'Connor, M.P., to restrain the latter from publishing a weekly paper, to be entitled "P.T.O.," has provided fine opportunity for witticisms in the London press. "Punch" says that the proprietors of "M.A.P." will be pleased to see "P.T.O." go to P.O.T., while the London Star hears its report of the result of the case "P.T.O. on TOP." Mr. O'Connor is now at liberty to go on with the publication of his new paper.

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THE ORIGIN OF BRIDGE.

WHERE does bridge come from? Persia is said to have given us the game of poker, and Turkey, according to R. F. Foster, author of "Foster's Complete Bridge," was the home of this latest popular card game. Mr. Foster says in his preface: "Bridge would seem to be a combination or outgrowth of various other games, notably gerelasch, Siberia and preference. A game very much like bridge has long been popular in Holland; and all the elements of it are to be traced in many of the older games of cards. The name is supposed to be derived from the word 'biritch,' which is popularly believed to be a Russian word, but there is no such word in the Russian language. The game itself is generally credited to the East; and is said to have long been popular in Constantinople, Smyrna and Southeastern Europe." Mr. Foster gives 1893 as the date of the first appearance of the game in America, when its principles were explained to some members of the New York Whist Club by Mr. Henry I. Barby, an incident which resulted in the withdrawal of a large number of members who wished to play bridge to the exclusioo of regular whist, and the formation of the Whist Club of New York. According to the Encyclopaedia Britannica, bridge was first played in England about 1880, but did not really become popular until 1892.—McClure's Gazette.

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RETURNED DRAFTS.

THERE are times when the retailer does not seem to realize his relation with the wholesaler in the matter of accepting or returning drafts, and refuses to accept a draft on account of some trivial or imaginary reason. Perhaps, if the retailer could really see the amount of work entailed, and the unnecessary expense the non-acceptance of a draft puts the jobber or wholesaler to, he would be more considerate in the matter.

Complaints come to notice from time to time, where drafts are returned with no other explanation than "goods not yet checked over," or "drawee out of town," and in some cases simply the word "refused" is written across the back of the draft without even an explanation. Surely it is not the fault of the jobber that the goods are not checked over. To the house making the draft these returns mean the loss of 25 cents collection, the making of new entries and the reversal of every entry put upon the books in connection with the transaction. And then there is the interest due the bank on account of "drafts returned," which is a direct pecuniary loss to the house.

Sometimes an irate letter follows closely on the heels of a returned draft, claiming a shortage or an overcharge of some small amount, in some cases almost charging the house with an attempt to defraud. If the writer would be less hasty in these refusals, and, if he has a grievance, send in a letter explaining the same, there is no jobbing house of any standing whatever that would not be glad to rectify the matter. But to ignore or refuse to accept a draft, unless for some good and sufficient reason, is an act of business discourtesy and a source of inconvenience and expense to the maker of the draft.

Sometimes a draft is returned on account of a small overcharge, the retailer thinking he will commit himself by signing; but he can have little confidence in the house if he feels that by acceptance he is signing away his chance of being credited with the amount, as it would indeed be a short-sighted firm that would take such an advantage. No doubt those who return drafts freely do so without the knowledge that it causes so much trouble, but it does cause needless trouble and work.

* * *

The extravagance and waste of doing work badly are most lamentable.

* * *

THE INDECENT POST CARD.

PROSECUTIONS for the sale of indecent and immoral picture post cards are, fortunately, seldom heard of in this country. Elsewhere the evil has attained dangerous proportions. It is the duty of the Canadian trade to see that the sale is kept pure. Not only will such a course of action be commended by the general mass of the public, but it will serve to preserve the trade. Once allow the business to become degraded and its success will be over.

In Montreal a dealer was recently found guilty of selling indecent post cards. In the evidence it was discovered that had he chosen to pay a fine to the customs nothing would have been heard of the case. This is a lamentable state of affairs when a Government department will take money practically to hush up a scandal. How far has this policy been carried?

In the interests of the legitimate post card trade every opportunity should be given the authorities to prosecute dealers who are violating the law in selling indecent cards. There should be a constant police supervision of cards offered for sale, especially in the larger cities, and prompt action taken when anything is discovered amiss.

* * *

Keep the faculty of effort alive in you by a little gratuitous exercise every day.

* * *

THE SALE OF LEFT-OVERS.

AMONG British publishers and booksellers the question of "remaindering" net books is becoming acute. The matter has been brought to the front by the action of the Times Book Club in selling copies of Lord Randolph Churchill's Life at a greatly reduced price within a few months of publication. It is probable that the British Publishers' Association will adopt a policy which will prevent this "remaindering" of net books within a period of six months following date of publication.

This trade grievance in England has a slight parallel

in this country in the "remaindering" of copyright fiction. Here, it is true, the books which publishers clear out are usually more than a year old, but they none the less injure the sale of the current books.

For instance, we find about June 1 that the Spring publishing season is at its height. At the same time we notice the appearance of large quantities of left-overs, which city stores offer at about one-third or one-fourth the price of the regular publications. From the publisher's standpoint this is poor policy. He is practically cutting his own throat by allowing these left-overs to usurp the sale of his current editions.

There should be some policy adopted by which the sale of left-overs should be confined to a certain period of the year, when no new publications are appearing, while at the same time no left-over less than a year old should be placed on the market.

* * *

One of the most important lessons to be learned by every man who would get on in his calling is the art of economizing time.

* * *

THE SPIRIT OF THE TIMES.

FROM every branch of trade come reports of greatly increased demand for better class goods. The country is enjoying a fine era of prosperity, and the natural outcome is added attention to the comfort and embellishment of both body and home. Desire for pleasant environments in this application of the term cannot, perhaps, be classed as elemental, but it has grown with civilization and materializes when there is a surplus of money above what is required for the necessities of life. It has reached a point in Canada just now that was never before attained.

The impetus which this will impart to trade is gratifying, and every dealer should be prepared to take full advantage of it. Better lines than have heretofore been carried can be stocked, with, of course, the exercise of careful judgment in selection. This should be followed as a natural course by better display, better advertising, better store service; in fact, it should be the aim of the merchant to expand in every way in response to the spirit of the times. The prosperity of Canada is bound to be permanent, and it lies within his power to educate the buying public to the purchase of higher-grade goods.

* * *

Without enthusiasm your business will be lifeless and success will never attend it.

* * *

U. S. COPYRIGHT ACT.

TO foreigners, the most important sections in the new United States Copyright Bill, which will probably become law this year, are those relating to the ad interim copyright privileges now introduced for the first time. Up to the present it has always been necessary for a foreign author to arrange for contemporaneous publication of his book in his own country and in the United States, in order to obtain copyright in the latter country, and it has always been necessary for him to have his book set up and printed in the United States. While the latter requirement must still be complied with, it is now possible for the author to secure an ad interim copyright, which will protect him for two years, thus allowing ample time for translation and the making of such other arrangements as are necessary.

This privilege is only extended to books in a foreign language. Books in English or in English and one or more foreign languages, can only secure protection for thirty days.

The whole bill is intended to consolidate existing Acts respecting copyright, and should prove helpful to those who have long struggled with the intricacies of the law. A similar treatment of the Canadian statutes is desirable.

* * *

Be scrupulously exact down to the smallest item in money matters; it pays.

* * *

SPECIALIZATION.

SPECIALIZATION, as opposed to the department store idea, means the concentration of attention on one or two lines in place of ten or a dozen. Specialization is practised in nearly all trades and professions. Thus we have among physicians the throat specialist and the eye specialist; among lawyers, the railway lawyer and the criminal lawyer, and so on. These men devote all their attention to one department of work and gain a reputation for this particular branch.

Up to a few years ago the general tendency in the book and stationery trade was to branch out. New departments were added and new lines introduced. This tendency received somewhat of a set-back when the department stores gained in strength. Latterly it would seem that a change has come about, and instead of branching out we find merchants beginning to specialize. Let us see how true this is and what advantage is to be derived therefrom.

Specialization is practised mainly within the area of department store influence, in the larger cities where department stores do business and in the smaller cities surrounding them. The reason for this is not far to seek. For general trade the average store finds competition with the department store very difficult, whereas in specializing the average store gains an undoubted strength, because it is able in its particular lines to defy its big competitor.

Outside of department store influence there is not the same need for specializing. There department store ideas can be copied on a smaller scale to advantage.

Of course it may be contended that no place is outside the influence of the department store doing a mail order business. This is certainly true, but there are some commodities people do not risk buying by mail order, and in handling these a local store gains an advantage.

MONTHLY REPORTS FROM TRADE CENTRES

MONTREAL.

Good Summer Trade in Books and Stationery—Tourist Trade to Date has been Excellent—New Books Selling Well.

Office of BOOKSELLER AND STATIONER,
232 McGill Street, Montreal.
July 9, 1906

DURING the past month booksellers have done good business in books. This season the list of Summer fiction has been a long one and bookstores have been able to stock books to please every class of the trade. Demand has been very good in Montreal, especially during the beginning of June and even later, people going to Summer resorts or elsewhere out of town taking more or less reading matter with them.

* * *

Tourist trade up to the present time has been excellent, in fact in the case of many merchants it has exceeded that of last year up to date. There are several reasons for this. The tourist season this year opened rather earlier than usual, and as a consequence trade has begun at an earlier date. Several delegations have visited Montreal attending conventions, which, of course, has helped the trade also.

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Pictorial post cards are selling very freely. Some of the uptown stores have had special post card windows and results have been very satisfactory. Popular lines are those retailing five for five cents and those selling two for five cents. The more expensive lines are also in good demand.

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A novel, but none the less attractive, post card window was one dressed by N. Lewendon, 1511 St. Lawrence street. The window, quite a large one, was artistically dressed with some five or six hundred picture post cards, comprising Mr. Lewendon's private collection. The cards came from all parts of the civilized world and the collection could not help but be interesting. Flags and bunting were used to give effect. The window attracted much attention.

* * *

Such new books as have made their appearance are enjoying good sale. Winston Churchill's "Coniston" has done remarkably well so far, while Robert Barr's "The Rock in the Baltic" has been in good demand also. "Hearts and Creeds" in paper has sold quite freely.

* * *

Dealers anticipate an excellent sale of the new book by Guy Thorne, "Made in His Image." From the demand reported by the publishers at present, it would look as though this anticipation were to become a reality. "The Pink Typhoon," by Harrison Robertson, is a new motor car story. Mrs. Henry de la Pasture's new book, "The Man from America," is meeting with favor.

* * *

The L. E. Waterman Company recently secured considerable extra space in the building occupied by them. The company now have the better part of 138a St. James street, as well as all of 136 St. James. The extra space has been entirely remodelled to suit the convenience of the company. The offices are now situated on the second floor. A special convention number of the "Pen Prophet" has been issued by the company. It is quite attractive and contains considerable Waterman literature of interest.

* * *

One of the representatives of the Eton Hurlburt Company, of Holyoke, in the person of Frank E. Waterman, was here on business in June.

* * *

Mr. Richard Dunn, who for six months has been accountant for the Drummond, McCall Co., has joined the sales staff of the W. H. Newsome Co., of Toronto. Mr. Dunn has had many years' experience selling stationery and typewriters' supplies in the Old Country and he should have no difficulty in making good in his new position.

J. J. G.

WINNIPEG.

Tourist Trade Begins—Big Sale of "The Jungle"—Toronto News Company to Open a Branch.

Office of BOOKSELLER AND STATIONER,
511 Union Bank Building, Winnipeg, Man.
July 3, 1906.

GENERAL business is reported very satisfactory in both book and stationery lines. The early Summer has already brought large numbers of tourists, who stay in Winnipeg for a few days on their way to the mountains. The best Winnipeg stores are catering to this trade with good success, the demand being principally for Summer fiction and souvenirs of all kinds.

* * *

Undoubtedly the book of the month in Winnipeg and all the western towns has been "The Jungle." The supply in Winnipeg has been sold out several times and local stores have had trouble in getting sufficient copies.

* * *

Local booksellers and newsdealers expect the Toronto News Co. to open a branch in Winnipeg in the near future. The western trade has been so inadequately served for some time by the Canadian news companies that two or three Winnipeg men undertook to form a local news company to supply the western news stands. While they were engaged in organizing their company they received assurances that the Toronto News Company intended opening a Winnipeg branch, and on that understanding the project was dropped.

* * *

Lisgar L. Lang, of Russell, Lang & Co., is at present at the Pacific coast.

F. R. M.

VANCOUVER, B. C.

English Travelers in the West—Clarke & Stuart Building—Bailey Bros. Take a New Store.

REPRESENTATIVES of English publishers who have been in British Columbia this year have not been satisfied with the sales of the periodicals they represent. They find that the news agencies do not push the sales of the Old Country periodicals as they do those from the United States. The reason for this is that the news agencies are controlled if not owned from American sources. The remedy, they recognize, is to start an independent news agency devoted to the pushing of sales of British periodicals. It remains to be seen if this action will be taken. As there has been rather more interest taken recently in the possibilities of sales in Canada than in past years, the reports of the traveling representatives

may result in an agency being established. Of course the demand is greater in British Columbia and possibly in the Northwest than in the east.

* * *

There have been more Old Country traveling men in British Columbia this season than ever before. They are not at all dissatisfied with the results of their trip. The sales have been very much larger than in former years. English book publishing houses have been represented by Mr. Clark from Ward, Lock & Co., Mr. Whitlock from Routledge's, and Mr. Prenter, who represents a number of English houses whose lines were formerly brought by the late Mr. McPherson, a pioneer among the Old Country mercantile visitors, and long and favorably known to the trade here. Mr. Prenter has the goods of Marcus Ward & Co., among other leading English houses. He spent some time in Vancouver visiting his brother, Mr. S. L. Prenter, assistant to the divisional superintendent of the C. P. R. Co.

* * *

Summer business in stationery lines is beginning to feel the effect of tourist travel which has already set in. Post cards are still very popular sellers, the favorites being, perhaps, the photographic reproductions of familiar mountain and coast scenes.

Of course, souvenirs of all classes, like post cards, are good sellers to the tourist trade. Leather and other novelties comprise the leading lines. Some lines of German china oddments in imitation of wedgewood are made up with local souvenir features.

While the tourist travel is expected to be large this year, it is anticipated that there will be a difference in the character of the trade, from last year, when the bulk of the people traveling across continent were Portland fair excursionists. This year very heavy round-the-world tourist traffic is reported as already engaged, and these are mainly English and European people of wealthy classes.

* * *

In addition to brisk periodical selling, books are going well for tourist trade, leading new fiction, Oppenheim, Pemberton, and others being chiefly demanded.

* * *

H. P. McDowell, an old-time printer and rubber stamp maker in the City of Victoria, has sold out his business to Messrs. J. H. McConnell and W. H. P. Sweeney, both of them formerly of San Francisco. Mr. Sweeney traveled at one time for the Mysell-Rollins Co., of San Francisco, manufacturers of blank books. Mr. McConnell was formerly with the Hicks-Judd Co., also of San Francisco. The new firm intend so improving the plant that it will be one of the finest and most up-to-date printing and rubber stamp outfits in British Columbia. Mr. McDowell has not yet stated his intentions for the future. He is so well known in Victoria that it is hardly likely he will think of making a change of location, and will more than likely locate in some other line of business in the city he has so long been a resident of.

* * *

In Vancouver, Messrs. Bailey Bros. have taken a new store on Granville street, close to the B. C. Book Company's store. This they are fixing up very tastefully. A small, compact retail stock daintily fitted and displayed occupies the front portion, while the rear and larger part of the premises will be devoted to the wholesale trade the company is building up. They are gradually extending the wholesale and jobbing business, and still retaining their retail shop. The old pioneer premises on Cordova street, longer occupied as a bookstore than any other stand in Vancouver, are still retained and a large general book and stationery stock carried there, while the retail department of the Granville street store will be more for tourist trade.

* * *

Messrs. Clarke & Stuart, Limited, the Hastings street stationers, who at the first of the year announced their intention of making a specialty of office supplies and stationery, are now having erected a fine block on Cordova street, at the corner of Seymour, close to the C.P.R. depot. There they will establish their printing plant, add to their office furniture and fixtures stock, and office supplies, and gradually eliminate the retail book and stationery and similar lines.

* * *

N. Caple, whose bookstore was formerly on the east side of Granville street, is now located in a new block on the opposite side of the street a block farther south and close to the Hotel Vancouver. G. E. P.

LONDON, ENGLAND.

What the Art Publishers are Doing—Increased Interest in Canada—New Periodicals.

Office of Bookseller and Stationer,
88 Fleet St., E.C.,
London, June 25, 1906.

IT is difficult to recall any other season when the weather has been so unreliable as during the past few weeks. Not infrequently a day of Summer heat has been closed by an evening of chilly atmosphere and a night of real Winter cold. But through it all the Summer holiday element has continued uninterrupted. So has it been with the retail trade, for naturally a great deal depends upon the weather for ordinary trade, whilst the host of holiday makers and strangers will defy such details as adverse elements in its efforts to make the best of time.

* * *

Manufacturers and wholesalers are busy making their arrangements for Fall and Winter trade, and are eagerly courting perusal of their sample books. Art publishers are confident that a bigger trade in Christmas cards will be done in the coming season than ever before. Statements to the contrary are not wanting, even from the British trade publications, but the reasons for such pessimism are not clear. It is quite true that, were the public left without any incentive to buy, the demand might not be greater, or even so large, as formerly, but determined as the leading publishers are to produce a larger range and a better quality of cards than ever before, there is every reason to believe that the coming Christmas will bring a larger volume of business to dealers. Of course, if nothing but topical subjects, such as Father Christmas and snow-bound cottages, once so popular, is to be called a Christmas card, then the demand has certainly fallen away. The truth of the matter is that owing in great part to the mild Winters Britain has experienced these past few years, snow scenes and such-like subjects have ceased to appeal to purchasers, and now almost any subject, sacred, social or humorous, will sell, if treated properly and adorned with the usual greetings. Export samples are varied and excellent in workmanship.

* * *

The Rapid Photo Co., of this city, evidently realize the importance of snatching up opportunities. Hardly had the "children of Spain" completed their coronation ceremonial than this firm announced a range of pictorial

cards depicting events in the actual festivities. Coronation scenes inside and outside the cathedral and gay processions through the streets of Madrid are subjects which, apart from their special interest to the British people, will appeal particularly to collectors. There is nothing commonplace about them.

Raphael Tuck & Sons are affording the trade here an opportunity to talk. They are offering no less than £6,666 in prizes to collectors of their cards. The details of this, their fourth and greatest competition, have not yet been made known, but it appears there are to be 1,200 prizes, which will be divided into three sections, the first dealing with Tuck's post card chain, the second with suggestions for the new use of Tuck's post cards in house decoration, and the third section will be devoted to the most interesting tour suggested by Tuck's post cards. The cards used must be bought in packets, not singly, and the whole scheme will be extensively advertised in the daily press. In this letter but a month or two back there appeared a prophecy (or was it merely the result of a little think and a little knowledge ?) that the steady flow of prosperity would continue in the post card trade with one class of publishers only—those of resource. This competition, this arousing of public interest, is a sign of resource.

In the August letter it may be possible to say a little about the ideas of other pushful art publishers, for July will bring around again at the London Agricultural Hall the exhibition of the printing, stationery and allied trades. This is a show which always brings together the best of everything with which it is connected, and a special feature will be a post card exhibition.

* * *

Apropos of the publishing business, Bookseller and Stationer has seen much of Mr. George Smith over here lately. The S.S. Ottawa, ex Liverpool June 21, carries him back to Toronto with a goodly number of agencies. He spent some weeks amongst the chief business centres on this side, and takes back, as reward for his industry, the agencies for C. Brandauer & Co., pen makers, whose representation has been relinquished by H. O. Knowles & Co. ; T. Fisher-Unwin, publisher ; Gale & Polden, publishers ; Geo. Allen, publisher ; G. Philip & Sons, map sellers ; Marion & Co., art publishers ; Burns & Oats, publishers of Catholic literature ; Crossby, Lockwood & Son, publishers ; J. Simmonds, stationery manufacturer ; and Alfred Cooke, Limited, publishers. These are progressive houses, and Mr. Smith will have something to tell about them in the advertising columns of Bookseller and Stationer before very long.

* * *

It is good to notice the increased interest which Old Country houses are taking in Canada. It is most noticeable that in almost every line of industry there is a feeling of confidence in the future greatness of the Dominion, and it not infrequently happens, at association meetings and similar gatherings, that a speaker will refer to Canada as a field for better cultivation. It is easy to remember when the knowledge of Canada and its resources amongst men on this side was hazy in the extreme. Not so now. Within the last few days Mr. Walter Haddon has been relating to the printing trade the impressions which were forced upon him during his recent trip to the Dominion. After all is said and done, he declares, personal contact is the only sure way of realizing how vast are the strides Canada has already made, and is likely to make in the future. Speaking of the printing craft, Mr. Haddon deprecates the fact that Canadians have no exact knowledge as to British progress and are inclined to believe disparaging statements about the British craft, which are being spread through the Dominion by United States manufacturers. With regard to United States printing machinery, Mr. Haddon declares that he is without examples in Canada of American productions having the combined advantages of being better and cheaper. The American manufacturer sees to it that his friends across the border do not buy as cheaply as, say, the British printer, and the Canadian printer does not realize what he would gain if he gave the American a little British competition. He further declares that it is the British manufacturer who must take the initiative and demonstrate his desire to get a bigger share of Canadian business than heretofore.

* * *

The book trade is brisk, as must be expected at this time of the year, there being a good run on cheap editions. These are probably for holiday use, although it must be confessed that there are very few patrons now for expensively gotten out editions. A man with 55 years experience as his authority declares that it is no longer possible to stock the fine old publications that were in demand 30 years ago. The sons of fathers whom he used to supply with fine libraries are now content with sixpenny magazines, newspapers and cheap editions. However that may be, the fact remains that the reading public has enormously increased as a direct result of this cheap literature.

But there is a limit, even to cheapness. That well known and popular composer, Mr. George Le Brun, who has recently passed away, was ruined by the cheap editions of his songs, pirated and hawked through the streets by vagabonds. His is not a solitary case, and it is sad and unjust that men should have to pay so dire a penalty for their popularity. Within a stone's throw of the Bookseller and Stationer offices men stand all day long, under the noses of the police, and illegally sell pirated and unauthorized music. Something is being done to put a stop to the illegal trade, but the doing is taking a very long time.

* * *

The makers of the celebrated "J" pens have registered a new company under the title of William Mitchell (Pens) Limited, with capital of £75,000 in £1 shares, of which 20,000 preference shares and 20,000 ordinary shares have been issued. No initial public issue.

* * *

A rumor is going round that a phonetic newspaper is to make its appearance, under the editorship of Professor Skeat. Mr. Andrew Carnegie is mentioned as the "mon wi' the siller." The report is a rather uncertain one, but what good such a publication could do it is hard to see. For ordinary men ordinary spelling has always, up to the present, proved good enough.

* * *

The first number of the new series of "The Navy and Army" has been issued by Geo. Newnes, Limited. It comes out in fortnightly parts at 6d. each, and is very welcome.

* * *

Miller & Lang, Limited, the Glasgow publishers of the National series of post cards, have just announced their first annual report. Holders of the ordinary shares have received a dividend of 15 per cent., whilst on the preference shares a second half-yearly dividend of 6 per cent. was declared. To the general reserve fund £2,000 was credited.

STAUNTONS LIMITED.

IT is frequently quoted, "Of the making of books there is no end," and, apparently, this quotation can reasonably be applied to the manufacture of wall papers. A recent visit to the factories of Stauntons Limited would confirm this observation.

A more than busy atmosphere was noted; construction and manufacture were under full swing; the new factory is about completed, and the latest and most improved machinery will soon be installed. The advance samples of the new Staunton line for the season of 1897 were quite ready. Appropriateness, utility, quality and decoration are reflected in the goods. It becomes evident that every care and attention, together with the knowledge acquired in the many years of practical application, observation and experience, have been judiciously utilized in an untiring endeavor to provide the best — the best in every particular.

Each design reflects the reason for its existence and every pattern denotes its particular use. This is a valuable quality, which is appreciated by the decorator and the dealer, as it assists him in determining the place for the papers and proves of considerable assistance in making sales rapidly, and rapid sales stand for quick profits.

To the trade, blanks and low-priced gilts are the backbone of the wall paper industry. To have strong lines of them means to have a strong line generally, and in the new Staunton line for 1907 this backbone is of admirable quality and generous quantity. Every style of design having practical and commercial utility is shown in wide variety. Every room in the average home is well provided for.

Kitchen papers comprise some very neat, cheerful, bright textile patterns in warm furnishing colors, an excellent marble effect, their successful granite in new colorings, a tile or block pattern nicely proportioned and well covered, and some attractive, snappy, floral garland patterns—a really splendid collection in these necessarily low-priced grades.

Bedrooms are most amply provided for. They should be, for the average home contains a number of bedrooms, and the growing tendency is to select a different style for each room. Patterns in stripe treatments are offered in many styles of designs and colorings—neat ribbon effects, dainty embroidery styles, acceptable and pleasing florals in self tones, and also in bright, cheerful, natural colorings with matching two-band borders that can be cut out, thus enhancing the decorative effect. Many of these can be worked up into panel treatments, artistic yet inexpensive, by the experienced and versatile decorator.

A combination that deserves special mention is No. 1727, a rose floral and ribbon in stripe treatment with a wide matching border in graceful rose festoon with a dainty moire ceiling brought out in a charming range of new color effects.

The assemblage of styles in independent wall hangings and in the regular combinations, suitable for halls, dining rooms and libraries, covers a range of patterns remarkable for scope of accepted types of designs, and these appropriate ideas are produced in a wide variety of new color associations. Each style of pattern has been carefully studied, and is offered in the combinations of colors best adapted to it.



RETURNED
AUG 13 1906
To Owner
Art Book 5-3
page 49
W.S.E.

IT'S TIME for buying as well as looking in the Wall Paper business. It's time for you, Mr. Merchant, to choose between the various claimants for your trade and select the best-selling line of

WALL PAPERS

Our salesmen represent a factory established for fifty years; every man in it practical and skilled in this particular business, and every bit of machinery of the best and latest model You can depend on the quality of the STAUNTON LINES because we are just as particular in buying the raw materials for our papers, and select them from the original sources as carefully as if we were making Wall Paper for our own homes instead of selling it to you. It takes time, and experience too, to know just where to get and how to choose the best materials. Think of that when you are considering what factory to buy from.

When the STAUNTON salesman opens his trunks, you will see many pleasing surprises in values and prices, as well as new achievements in designs and colorings. We are showing many attractive and fast-selling specialties in addition to our standard lines.

Wait for the STAUNTON Salesman.

STAUNTONS, Limited

Wall Paper Manufacturers

TORONTO, ONT.

Borders and Side Walls at Same Prices

It is in the drawing room or parlor effects that the most marked improvement is shown. Undoubtedly the consumer usually exercises the greatest care in the selection of the paper for the best room, and the collection of beautiful patterns at reasonable prices is extremely large. This class of design was assembled by an artist whose expert judgment deserves commendation, and it includes excellent examples of rococo, Italian renaissance and French renaissance, Louis XV, Marie Antoinette, colonial, classic, and art moderne. Each pattern is brought out in colorings that are charming, exquisite and decorative. Each style has been treated in a masterly manner. These marvellous color associations are the productions of Stauntons' regular staff of color experts, under the able direction of Mr. E. G. Staunton.

The relatively plain effects cover an interesting collection, and include ingrains, with match borders and match ceilings, a rich and effective new crepe silk fibre in the latest colors, the embossed pulp muroseda, a very natural grasscloth in new effects, weaves, and a fabric production that is an excellent imitation of brocaded plush. These all have suitable wide borders in landscape, pictorial, heraldic, empire and classic designs, with matching ceilings.

The line of independent ceilings is perhaps the most comprehensive this firm has ever offered the trade, and includes several new moires, some excellent two-tones and overprints in a variety of styles, and wide range of practical color and mica effects.

The specials include a distinctive pattern in combination, that, while not especially ecclesiastic in character, is particularly adapted to church decoration, and it is offered in several most appropriate color treatments. There are also several emblematic designs made expressly for the decoration of fraternity or lodge rooms.

An office has been opened at 124 Bay street, Toronto, by G. Wallace Weese, late manager of G. A. Weese & Son, Toronto, where he will represent the Permanent Ink Co., Limited, of Hamilton, manufacturers of writing inks, typewriter ribbons, carbon paper, mucilage, etc. This company bought out the Colonial Ink Co., and are turning out a superior line of goods. Mr. Weese's long experience in the stationery business is a sure guarantee that he will boom the business of the company in Toronto.

A VISITOR FROM BIRMINGHAM.

CONDITIONS in Canada have changed very considerable of late years, according to Mr. John S. Downing, of Birmingham, the manufacturer of stationers' sundries of all sorts. Mr. Downing spent a couple of weeks on this side of the Atlantic during the early part of June, and exchanged a few words with Bookseller and Stationer at the Queen's Hotel, Toronto, on June 19, just prior to starting on his homeward journey.

In Mr. Downing's opinion the trade is passing out of the hands of the jobbers to a noticeable extent, for the reason that the latter are going in more and more for manufacturing on their own account. The British manufacturers are now selling goods direct, and the result is the growth of big retail stationery stores like those of Grand & Toy, and O. B. Stanton, in Toronto, and C. F. Dawson in Montreal. Stores like these — large, clean and well-stocked—would cause a sensation if opened in London.

So far as the volume of trade was concerned, Mr. Downing found it excellent, and a hopeful spirit existed all over. He was returning to England with a greater faith than ever in the future of this country.

Though he came across primarily for the benefit of his health, yet he also was anxious to meet Mr. Hector Prenter, who is now representing him in this country. Mr. Prenter had just returned from his first trip to the coast, and was greatly pleased with results.

A NEW DRINKING CUP.

J. C. CONNOLLY, the stationer, Halifax, N.S., has secured the Canadian agency for the newly-patented Purifold Aseptic Paper Drinking Cup. This cup marks a new era in sanitary conditions, inasmuch as its use is a guard against the danger of contracting disease through the use of public drinking cups. It folds so compactly that it may be carried in a gentleman's vest pocket, or in a lady's purse, thus providing a pure, wholesome cup to use at the theatre, shopping, or while traveling. For school children, too, it is essential, as the use of the common cup at school is very often hazardous. Each cup may be used many times. Absolute cleanliness is assured, as the cups are carefully folded and each one placed in a separately sealed envelope.

IF IT IS PRICE

alone you are looking for, buy the cheap kind, but if quality, manufacture and style count, you must have the papers with "Hurd's Name on the Box." They represent the highest attainable quality, style and manufacture, and the price you pay for them, when you consider these three salient features, is very little more than the "just as good" kinds.

We have many novelties which will interest the visiting trade: sachets bridge cabinets, dinnercards, score cards, holly cards and envelopes, dance orders, etc., etc.

GEO. B. HURD & CO.

Fine Paper Manufacturers

425 & 427 Broome Street, New York, U.S.A.



HERE AND THERE AMONG THE JOBBERS

Personal information for the guidance of buyers of stationery and fancy goods, especially procured by "The Monthly Visitor."

THIS is certainly the age for cloth finish stationery, and it shows no sign of falling off. W. J. Gage & Co. have added some new lines of fabric finish papers to their line, two of which, Swiss Lawn and Maple Leaf Linen, they call attention to in this number. Gage & Co. say that this style of stationery has almost entirely replaced the old kind of writing papers for the better class of correspondence. The Swiss Lawn is lighter in weight than their Holland Linen and will on that account be appreciated by those who favor a thin paper. It is made in white and azure, Oxford and Royal sizes; note paper packed in handsome one-quarter ream boxes and envelopes in one-eighth thousand boxes, all attractively banded and labelled. The bulk goods can be sold with a very handsome profit to the dealer at 10c. per quire and at the same price per package of envelopes. The Swiss Lawn is also put up in very attractive papeteries in different sizes and can also be supplied in initial papeteries as well. This paper is stocked also in tablets, Oxford size, white and azure, made in flat sheet style which is very suitable for ladies' use.

Another new one from the factory of W. J. Gage & Co. is their Maple Leaf Linen. The name suggests at once the reason it is called by that title, as every sheet and envelope is made of paper watermarked with maple leaves. The Maple Leaf papeterie is going to be one of the best selling Gage & Co. have ever put out. It is put up in handsome boxes decorated in colors with maple leaves, and comes in Oxford size with wallet flap envelopes to retail at 25c., and in royal size with wallet flap envelopes to retail at 30c. They also carry the Maple Leaf Linen in ream goods handsomely boxed and at very attractive prices.

* * *

W. J. Gage & Co. are just issuing to the trade their new No. 3 catalogue. This comprises their list of stationers' sundries. It is being mailed to all the customers on their lists and if any in the trade do not receive a copy they can have it upon receipt of post card to that effect. This new catalogue is handsomely illustrated and gives full information in regard to all the staple lines of sundries usually carried by dealers. The prices are correct and up-to-date, thereby making it very useful for mail orders. The same firm have also in preparation and will shortly issue their new educational catalogue for this season, which will be their No. 4. This will be followed shortly after by their catalogue of printers' supplies, No. 5. All these catalogues will be sent out to the trade immediately upon publication.

* * *

W. J. Gage & Co. last month in these columns called attention to the Venus pencil, the new high-grade 10c. pencil, showing at the same time an illustration of the very handsome cabinet supplied with it. They are reporting a good sale already for this splendid pencil and would advise the trade to put it into their stock if they have not already done so. It comes in seventeen grades from the very hardest to the very softest, and also in copying, and is the most durable and smooth-writing pencil in the market.

* * *

June was a particularly good month with the jobbers, considering all things, and everyone we have seen report that the half year's business totalled much higher than the corresponding period of last year. Import sales of foreign lines for Fall trade were particularly good everywhere. The west, of course, bought much heavier than last year, while Ontario and the Eastern Provinces are preparing for a big increase of business when the Fall trade commences.

Travelers report that the tourist trade is good and quite up to last year. It is not as brisk, however, as it may have been had the weather been less unsettled. Big business is looked for during July and August. Most of the travelers are now finishing up their journeys; some are already in and are on vacation or preparing for next trip. The western men who are in report heavy business in all lines, and a particularly bright prospect for the retailers in their territory. The crops are looking first-class, they say.

* * *

The Brown Bros. of Toronto have prepared a very complete and attractive leather goods line for the Fall trade, while their stock of general stationery and printers' supplies were never so complete or extensive as at the present time.

* * *

Warwick Bros. & Rutter are showing a brilliant line of fancy holiday papeteries and a new line of picture post cards, including Indian and fancy heads, and a new line of Muskoka, Georgian Bay, Kawaitha Lakes, and Thousand Island views.

The trade in school supplies is above the average and very satisfactory. Big orders are being received from all districts.

* * *

Macfarlane, Son & Hodgson are making a specialty of the "Diana" and "Juno" pencils. The former is made in HB, H and HH; the latter in B, HB, H, HH, and HHH. Samples can be had on application.

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The Brown Bros., Limited, are finding a big sale for their new Ophir pencil. It is made in HB, H, HH, and B., both copying and drawing.

* * *

Wm. Briggs, Toronto, is offering a line of post cards that are well worthy of a place in the stock of any dealer. It is the Roosevelt Bears series of sixteen cards, depicting the advertures of Teddy B. and Teddy G. in their travels through the country. The cards are well printed in three colors, and will be popular with the juveniles.

PICTURE POST CARDS

CHOICE GERMAN SAMPLES.

UNIFORMLY excellent are the various styles of card produced by Otto Leder, of Meissen, Germany. Ten different varieties of cards have been sent to Bookseller and Stationer for examination and, after a careful survey of them all, it is a safe verdict to pronounce them admirable in every particular.

The first style is the ordinary black photo card, and the second a dark green photo card. Both are soft in finish, extremely clear and well suited for landscapes, buildings, etc.

The third style is named the platin-crayon, which is a finer and more expensive card. The details are sharper and the effect more in the nature of a steel engraving.

A style termed "Stahlstick," or steel engraving, possesses merits similar to the platin-crayon, though not as sharp and distinct in character.

The bromo-silver photo card is a handsome style, deep in tone and rich in detail. The sample card shows an Alpine peak, with its rocks and glaciers, a subject admirably treated in this way.

The Doppelton photo cards in blue and brown are very choice, being the handsomest of the series. They are delicate in treatment and the soft shades add much to their beauty.

A trifle more expensive are the glossy photo cards, familiar to the trade in this country.

Passing on to the colored varieties, there is first a style known as "Photo-Iris." This style is produced in two colors, and is most soft and pleasing. The "Brilliant-Chromo," the next style, shows a little deeper coloring, while the "Galvano-Chrom" is a still more richly colored card.

POSTAL CARDS.

By John Walk r Harrington in American Magazine.

POSTAL carditis had its origin in Germany, twenty years ago, but did not assume dangerous proportions there until 1897. Sporadic cases of it were observed in the United States and the year 1900 saw the malady rapidly spread from one centre of infection to another. It seems only yesterday that the postal cards were on view almost entirely at hotels which were patronized exclusively by foreigners or in little dingy shops in Third Avenue, or on the remote East Side. A population which had only recently come from outre mer purchased them to send to friends and relatives in Europe. Advertisements appeared in the Sunday newspapers, setting forth that certain Germans had for sale the rights of a "novelty." So as opium was introduced into China by the way of Hong Kong, virulent forms of the post card pest found their way to the United States by the way of Munich and Berlin. Shrewd speculators imported these bits of pasteboard by the million and in fact large quantities of postal cards are still made abroad. Germany, where the output is constantly becoming more artistic, sends large consignments; England furnishes tons of the heavy humorous variety; France inflicts the piquantly flavored ones, while the United States grinds out half-tone views, comics, and the high art variety, good, bad, worse and indifferent. Some of them are so high pictorially that they no longer hang in the shops of vendors because Anthony Comstock, who looks after the artistic health of the community, has ordered them to be destroyed. Tons of the pernicious varieties of postal cards have been burned by the authorities, and as transmission through the mails has been denied to them, the number of off color products is steadily decreasing.

It was the original idea of the souvenir postal card inventors to show that the sender was staying somewhere and was too indolent to say anything about it except to convey the intelligence that he had arrived. The motif of the couvenir postal card is the equivalent of "On again, off again, Finnegan."

The American tourist in Germany bought postal cards and sent them to his friends, because he observed that such was the custom of the country. If Hans traveled from Strasbourg to Munich for a day, it was his custom to communicate the fact by sending to Strasbourg a picture of the largest art gallery or something of the kind. If Fritz left Munich for a journey to Strasbourg he was sure to send back to inquiring friends a picture of the clock for which the municipality is noted. In fact, the primitive kind of postal cards bore only views of buildings, scenery, and an assortment of facades of hotels and museums. When everything worth seeing had been photographed, the makers put on the market and on the backs of postal cards, actresses, paintings, illustrated poems—in fact almost anything.

The name of the man who stopped throwing postal cards into the waste basket or scattering their fragments in the street as soon as he got them is justly lost in oblivion. It was not long, however, after the craze had seized upon the human race that the fad for collecting its objects grew apace. As the purpose of these souvenirs is to show that the possessor of them has received a greeting from somebody somewhere, the cards are considered incomplete unless they have been sent through the mails and have been properly postmarked. To the collector, a bit of pasteboard which has not received the imprimatur of the post office is as useless as a blank in the Government mint before it has been decorated by the impress of the die. The postal fiend will not thank you for sending him a package of unstamped picture cards, fresh from the store. Not only must they be properly mailed, but they are considered imperfect if the postmark should happen to be on the back instead of on the face. Scores of complaints are received in the course of a year at the New York post office from collectors who have received cards which have been postmarked after the manner pursued with regard to letters. These causes of dissatisfaction were made known by the recipients of the wrongly-stamped pasteboards to the postmaster general, to whom the evidence was sent. Investigation was made concerning each case, and now it is only at very rare intervals, possibly once in three months, that a wail from the cardomanics reaches a paternal government.

If often happens that collectors, either through their unfortunate habits or owing to circumstances over which they have no control, have not enough friends to in-

crease their hoards in a normal manner. Hundreds of them haunt establishments where the causes of their besetting sin are exposed for sale, select such as strike their fancy, stamp them and mail them to their own addresses, so that the addition to their exhibits may be entered in regular form. A woman from Georgia recently purchased in a Sixth avenue store, in New York, one hundred and fifty dollars' worth of these cards, representing between five and six thousand specimens, and carefully forwarded them to herself.

From small beginnings the pasteboard souvenir industry has fattened upon epistolary sloth and collecting manias until there are extant in this country to-day 150,000 varieties of picture postal cards. Bookstores which formerly did a thriving trade in literature are now devoted almost entirely to their sale. There were in Atlantic City last season ten establishments where nothing else was sold, and Chicago, Boston, Pittsburg and New York have emporiums where postals constitute the entire stock. The American Athens had a postal card exhibition which vied with the Whistler picture show for public attention. These wares may be seen in New York on practically every street corner, and most of the drug stores, cigar stands, hotels, barber shops and department store gridirons are interested in their sale. Ten large factories are working overtime in this country to supply the demand and many smaller ones are selling their output as fast as it is produced.

The methods used by manufacturers and dealers to stimulate the demand for private mailing cards are low cunning itself. They know that for every card which is sent from centres of civilization to country places that another one is likely to return. Mr. Knickerbocker sends to his brother Reuben in Tenafly, N.J., for instance, a picture of the city hall. The inamtes of that New Jersey suburb awake to the fact in this way tnat they have no postal cards which set forth the glories of their native place. They see the local stationer about it and prevail upon him to have some made. He sends a small order for private mailing cards, depicting the main street, or the Deer's Leap, or the Lovers' Tryst, of Tenafly, to New York. and in the course of time receives a few hundred germ-laden specimens. The manufacturer who receives that order is in high glee, and he willingly will make the first consignemnt at a loss, for he known that when the pest takes hold of a community it cannot be stayed. The pastor of the Baptist church at Lone Pine prevails upon the stationer to have the edifice over which he presides placed on a postal card. The "Second Adventist" leader sees it and demands why such favoritism has been shown. Tea Neck and Peapack, New Jersey, hear that Hohokus has been immortalized, and they are consumed by the pang of jealousy, which is one of the premonitory symptoms of postal carditis. Heart burnings, rancor, spite and all fault findings stimulate the spread of souvenir dementia and fill the coffers of dealers and manufacturers.

So greatly are the mails burdened with cards that this mania has already become the subject of official investigation. It has increased the number of postals by fully thirty-five per cent. in the United States, while a large part of the mail arriving here from abroad is made up of these mementoes. There is now a movement on foot here to have all postal cards from the other side placed in separate bags so as to save the enormous amount of labor now entailed by picking them out of the regular mail.

PERSONAL MENTION.

Mr. George Kelly, late manager of the Library Supply Co., Toronto, has joined the staff of the Poole Publishing Co.

Mr. Louis Huffman, of the Carter, Crume Co., Limited, Toronto, was a recent caller at the London (Eng.) office of Bookseller and Stationer.

Mr. H. O. Houghton, senior member of the Boston publishing house of Houghton, Mifflin & Co., died suddenly at Cambridge, Mass., on June 14.

Mr. John Britnell, the second-hand bookseller of Toronto, left early in June for a two months' trip to Europe. He was accompanied by his son.

Mr. E. H. Walker, manager of the wholesale department of the Methodist Book Room, Toronto, is recovering from an operation for appendicitis.

Mr. Arthur Shaw, of Huddersfield, Eng., manufacturer of ruling machines, is paying a visit to Canada. Mr. Shaw's firm is shipping a large number of machines to this country.

Mr. E. H. Randall has resigned his position on the mechanical staff of the Methodist Book Room, to join the selling staff of Chas. Bush, printing ink manufacturer, Toronto.

Mr. E. W. Walker, of the Methodist Book Room, recently underwent an operation for appendicitis at the General Hospital, Toronto. The Bookseller and Stationer joins Mr. Walker's many friends in wishing him a speedy return to perfect health.

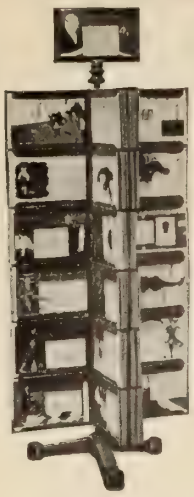
Chas. F. Dawson, Montreal; E. L. Stillwell, (Henry Birks & Sons, Limited,) Montreal; A. O. Hurst, (Chas. Goodall & Sons, Limited,) Toronto; H. H. Hebb, (the L. E. Waterman Co. of Canada, Limited), and E. J. Kastner, (the L. E. Waterman Co of Canada,) were the Canadian visitors at the convention of stationers and manufacturers held in New York, June 18 to 21.

Mr. S. Wallace Weese has joined the staff of the Permanent Ink Co., Limited, of Hamilton, and is occupying the position as salesmanager in Toronto and district. The Permanent Ink Co., Limited, are manufacturing Japanese writing inks, mucilage, typewriter ribbons, carbon papers, etc. Mr. Weese reports that business is very satisfactory. The Toronto office is at 124 Bay street.

H. J. Logan, who has for a number of years carried on the business of printers' and bookbinders' machinist in Toronto, has taken new premises at 136 Bay street, and will in future carry a stock of new and second-hand machinery for the printing and stationery business, Mr. Logan being a practical mechanic, as well as a bright business man, is sure to receive a fair share of business.

A recent trade visitor to Canada was Mr. Charles C. Gardner, representing Millar & Lang, the fine art publishers of Glasgow, Scotland. This was Mr. Gardner's first visit to Canada, and, coming rather late in the season, he did not go any farther west than London. He visited Toronto, Montreal, St. John, Halifax, and went on to St. Johns, Nfld. He was favorably impressed with the country and believed that the prospects for doing a large business here were excellent.

Mr. A. H. Stratton, the Peterboro bookseller, intends to pay a visit to the continent this Summer. Bookseller and Stationer wishes him bon voyage.



The Two Best Display Stands!

There must be a Best in everything. I claim that the

DISPLAY STANDS

manufactured by me are the most practical, best constructed and most ornamental stands made.

I can offer these to jobbers at the right prices.

200 Designs of Comic Cards

100 Designs of Hand Painted Leather Cards

For the jobbing trade



Alfred Holzman

CHICAGO, ILL.

Canadian Representatives:
McLEOD & ALLEN, 37 MELINDA STREET
TORONTO

ONLY FOR WHOLESALE DEALERS

Post Card Albums

Largest Selection (choice) of the Latest Designs, at all prices.

Sample Consignment, consisting of 20 different Albums - - $4 00

Post Card Frames

50 Modern Designs in different styles.

Sample Consignment, consisting of 50 different Frames . - $1.20

Photo. Mounts

400 Designs of the Latest Style, which have not been offered in such variety and excellence by any other firm.

Sample Consignment - - - $4.00

Catalogue free upon application. If a larger order is given upon receipt of samples, half the amount which has been paid for the samples will be credited.

Apply at once to the

Leipziger Buchbinderei - Aktiengesellschaft

(FORMERLY GUSTAV FRITSCHE)

LEIPZIG - - GERMANY

Selling Agents for Canada

THE MONTREAL IMPORT CO., Montreal

Imperial Series Postcards

To the Trade:

Write Quick for Samples and Prices.

WE LEAD IN

Black and White

Our Colored Cards

STAND ALONE

MONTREAL TORONTO QUEBEC
OTTAWA HISTORIC SPORTING
FISHING HUNTING
NORTHWEST SCENES

ALBUMS and **RACKS**

Always adding to our already well-assorted stock.

The Picture Postcard Co.

P.O. Box 334, OTTAWA, ONT.

Post Card Albums

We have on hand for immediate delivery a large assortment of well bound linen covered albums, with artistic cover designs in assorted colors.

The following is an especially good selling line.

Albums	**for**	**100 Cards,**	**$2.00**	**per doz.**	**Net**
"		200 "	3.50	"	"
"		300 "	5.25	"	"
"		500 "	9.00	"	"

For import, 12 doz. or more each line, we allow 10% reduction. Place your order for the Christmas trade now with us.

Prices for more expensive albums on application.

Write for our Catalogue of Souvenir Postal Cards

Montreal Import Co.

P.O.B. 696. **17 St. John St. MONTREAL**

Picture Made to order only according to instructions supplied.

Specialties: Modern Heliotype styles, plain and coloured. **Post** Very fine make. First class Goods only.

Well known for efficiency and high-class workmanship. **Cards**

Otto Leder

Meissen 19 Saxony

Picture Post Card Manufacturer.

WHOLESALE EXPORT

REAL BURNT LEATHER POST CARDS

Do not be misled by cheap stamped or colored cards, but buy real burnt, full size, all-leather cards. WE MAKE THEM. 100 SUBJECTS.

Price $2.60 per 100 - - $24.00 per 1000

Send us $5.00 for a trial assortment of 200

We are Headquarters on FLAG Post Cards—Canadian, English and American Flags. Big sellers all year round. *$10* per *1000.*

FANCY INITIAL Cards. 24 subjects. *$10* per *1000.*

High-Grade OIL CHROME KITTENS, MARINES and LANDSCAPES. *$12* per *1000.*

TAYLOR, DU MONT CO. - 350 B'way., N. Y. CITY, U.S.

SOUVENIR CARDS

SMALL SAMPLE LOTS

Small Price—Big Variety.

100 Comics, 75c.
100 Canadian, 50c.
100 Beautiful Cards, $1
100 Tag Postals, $2
25 Leather Postals, $1
100 Actresses, $3
12 Flying Butterflies, $1.20
100 Odds and Ends, 70c.
50 Photo Cards, $1.50
100 Name Cards, $3.30
100 Fancy Cards, $1.50
100 Toronto, $1

Add 10c. postage each lot when order is under $5. We pay carriage over $5.

W. R. ADAMS, 401 Yonge St., TORONTO

Big Money for Post Card Dealers

Living Picture Series—$1.50 per 100.
Ocean to Ocean—$1.25 per 100.
Toronto, Unsurpassable—$1.00 per 100.
Royalty and Stage Celebrities, Spangled, etc.—$1.50 per doz.
Tuck's Cards, par excellence—$1.50 per doz pkgs.
Draped Forms from Gay Paris—$5.00 per 100.
Hair Cards, Beauties—$3.50 per 100.
Feather Bird Cards—$7.00 per 100.
Bootie Purse Cards—$1.75 per doz.
Tinselled Trains, etc.—$3.50 per 100
Western Indians—$1.50 per 100.
American City Skyscrapers—$1.50 per 100.
Burnt Leather, Genuine—$4.00 per 100.

A. L. MERRILL, 304 Yonge St., Toronto

W. NEUMANN & CO.

Wasserthorstrasse 42, Berlin S. 42

High-class Collotype Printers

SPECIALTY:

Collotype Postcards

TO ORDER

Hand-coloured Collotype Cards
Double-tone Collotype Cards
Glossy Collotype Cards
Photochrom Collotype Cards

ALL KINDS OF VIEW-ALBUMS AND SAMPLE SHEETS

Cheapest Prices **Wholesale and Export Only**

PROFITABLE POSTCARDS!

To introduce our Parcels of Picture Postcards we offer the following for a short time only:

SPECIAL SAMPLE PARCEL, $3.00; Retail Value, $15.00

This sample parcel contains all the latest cards, selling at 2 cents and 5 cents each.

Send a Money Order and judge for yourselves.

ALL ORDERS PROMPTLY EXECUTED.

1000 Cards printed from your own Photograph, in finest quality Collotype, for $4.00.

WILLIAM HADDON, Publisher

BURNT TREE, TIPTON, STAFFS, ENGLAND

Georg Geier & Garke

ART PRINTERS AND PUBLISHERS

NUERNBERG (BAVARIA)

Exquisite Novelties of

SUN AND MOONSHINE CARDS
REPRODUCTIONS OF GREAT PAINTERS
NATURE AND ART CARDS
ANGEL AND RELIGIOUS CARDS
BRILLIANT CARDS

Cards with English wording can be had if desired.

Full sample assortment up to $4.00.

TRADE NOTES.

The Library Supply Co., of Toronto, have assigned to Mr. Osler Wade.

The Benson Johnston Co., Limited, have been incorporated at Stratford, to take over the wholesale stationery business of Benson E. Johnston. The capital is $40,000.

The Post Office Stationery Store, Vancouver, formerly owned by Mr. Smitheringale, has been purchased by John Bennett, who for the past six years has managed the circulation department of the News-Advertiser of that city.

W. S. Goodwin, proprietor of the Sackville bookstore, sold out his business to M. E. Dodd & Co., of Amherst, on June 18. It is understood that this firm will continue to run two stores. Mr. Goodwin has gone to the west, where he may possibly locate.

The Bianchi Zoescope & Zoegraph Co., Limited, have been incorporated at Toronto, to manufacture, buy, sell and deal in cameras, photograph supplies, and merchandise of all kinds. The capital is $25,000, and the directors are Joseph Bianchi, S. Casey Wood and L. P. Wood.

To meet the demands of their rapidly increasing business Frederick A. Stokes Company have moved to 333-341 Fourth avenue (at Twenty-fifth street), New York, formerly the Tiffany Studios. Here largely increased facilities will enable them to develop still further their policy of close personal relationship with the bookbuyer and bookseller.

A change has occurred again in the trade at Neepawa, Manitoba, Mr. J. L. McKay having sold out his business to Mr. A. J. Heffernan. Mr. Heffernan has been representing Clark Bros. & Co., of Winnipeg, in the west for the past five years, and prior to that time he was with The Copp, Clark Co., in Toronto. Improvements are being made in the store at Neepawa, and when Mr. Heffernan opens up early this month with a complete stock of books, stationery, fancy goods, musical instruments, wall paper, etc., he will control one of the best stores in Western Canada. Mr. Heffernan paid a visit to the Toronto office of Bookseller and Stationer late last month, and spoke most hopefully of the future prospects of the west.

AN EXHIBIT OF BUSINESS SYSTEMS.

MANUFACTURERS and dealers in stationery, and the articles that are affiliated with that trade, are deeply interested in the progress being made by Cochrane & Payne, managers of so many successful commercial expositions, and of the Fifth National Business Show in Madison Square Garden, in New York, in October.

Madison Square Garden has usually been considered quite large enough to accommodate any kind of exposition, but Cochrane & Payne have found its 30,000 square feet of available exposition space totally inadequate to accommodate the host of manufacturers and dealers in all branches of commercial life who are more than anxious to obtain space for this Fifth National Business Show. It is a compliment to the management that all the old exhibitors are in line for October, and that requests are being daily received, not only from all parts of the United States and Canada, but also from many countries in Europe. The fame of their expositions seems to have spread pretty widely, and it is doubtful if any better "pluggers" for it can be found than those who actually had exhibits at any of the four previous successful shows. These exhibitors frequently write to congratulate these two hustling young men, and take the trouble to say that they feel that their exhibits in the National Business Show have brought them more money in sales and consequent profits than would be possible in months by any other system, or with an equal cash expenditure. Not only that, but they say that their salesmen received an impetus there that is unequalled, and that they are better in city and country than ever before. This is probably accounted for by the fact that at the National Business Show the salesmen have opportunities for watching the methods and schemes of the very best salesmen in the country in charge of the various exhibits, and it often happens that the best and most experienced salesmen will learn new tricks there shown by a man possibly in an entirely different line, but easily applicable to their own line. It is this, and a thousand other points too numerous to be enumerated, that very likely accounts for the great popularity of the National Business Show.

W. G. MacFARLANE, 60-62 Front St. West, Toronto, Ont.

SEND Post Card to-day for our Catalogue containing latest novelties in Post Cards, Albums, Post Card Racks and Frames. New and interesting importations coming in on every Ocean Liner. Order at once. Beautiful assortment of All-Canada Cards, from $11.00 per thousand up; with Cabinet $1.00 extra :: :: :: ::

"CANADA'S GREATEST POST CARD HOUSE."

THE BOOK OF PHOTOGRAPHY.

JUDGING from the bulk and comprehensiveness of "The Book of Photography," edited by Paul N. Hasluck and published by Cassell & Company, one would imagine that the last word had been said on the subject. This is true to a certain extent. While there are bound to be developments and improvements in the art of photography in the future, yet it can be said of this splendid work that it is at the present time thoroughly up-to-date.

There are nearly 750 pages in the volume, which is elaborately illustrated with forty-eight full-page plates and numerous engravings and drawings. Descriptions and explanations are invariably accompanied by illustrations, which elucidate the text and make the book easily understood. The contributors are all men who have made a careful study of photography and are able to speak with authority from long experience.

A glossary of terms placed at the beginning of the book is calculated to give the reader some familiarity with the expressions used later on. Then follow descriptions of the photographer's kit, including cameras and accessories, plates and films. The actual process is next taken up, and thereafter the book branches into all the different styles and finishes. Photography in colors, and methods of coloring photographs, taking special subjects, photo-mechanical processes, etc., are some of the themes discussed.

As a comprehensive, up-to-date text book, "The Book of Photography" can be unqualifiedly recommended.

AN INTERESTING DIARY.

THE WOMEN'S HISTORICAL SOCIETY, of Toronto, have issued a very interesting transaction, presenting the journal kept by the late Dr. Scadding during the first two years of his life in Canada, when he was engaged as tutor to the family of Governor Sir John Colborne, at Quebec. Those two years were important ones in Canadian history—1837 and 1838—when the country was seething with discontent, which broke out in places into open rebellion. As would be expected, Dr. Scadding's records teem with references to persons and incidents connected with the rebellion. He refers to the arrival of Lord Durham on the 29th of May, 1838. The reference is interesting. "Lord Durham," he remarks, "looks remarkably young—jet black curly hair, sallow complexion, dark restless eyes—all indicating excessive irritability to me. I have seen many like him. He is not tall. When Sir John yielded the chair to him after the oath the change did not at all appear for the better." It is to be hoped the society will give to the public further extracts from this very interesting journal.

SOME CANADIAN ESSAYS.

THE spectacle of a prominent business man turning aside from commercial activities for long enough to write a book is so unwonted as to cause surprise. This surprise is finding its way into editorials down east, where Mr. W. Frank Hatheway, ex-president of the St. John Board of Trade, and author of the resolution in favor of a preferential tariff to apply only to Canadian ports, at the Toronto convention of 1902, has had the temerity to write and publish a volume of essays. Of course Mr. Hatheway has for years been a contributor to English magazines and the newspapers, but now, as one of his own city papers facetiously remarks, he has given a chance to "any of his acquaintances who have yearned for opportunity against him, as Job did when he cried: 'Oh, that mine enemy had written a book.'" This same paper properly characterizes the book as a remarkable one for a business man. Under the title, "Canadian Nationality, The Cry of Labor, and Other Essays," the author discusses such themes as Civilization and Character, Mechanic and Laborer, Real and Ideal, Self-reverence, Education, and other problems of our national life with earnestness, with learning and, at times, with eloquence. The greatness and beauty of Canada, and Canadian things, is the foundation of all the essays. The book is published by William Briggs, and sells at 75c.

CELLULOIDS AND HUMOROUS CARDS.

DAVIDSON BROTHERS, of Basterfield street, London, have not been marking time since last season's cards made their successful disappearance. On looking over this year's lines, one is simply bewildered with the extent thereof. "Celluloids" have always been a strong feature, and every individual taste seems provided for in the samples now shown. The cut-out, embossed and hand-colored celluloids are remarkable for their attractiveness, for in addition to chaste designs there are Christmas verses by such well-known writers as Miss Havergal, Charlotte Murray, Helen M. Burnside. It is impossible to describe the profusion of ideas worked out in both transparent and opaque celluloid. Almost all the good cards are hand colored, and the effect is infinitely beyond that of the ordinary process.

A very attractive series of motto cards is issued. These are finding a ready sale all the year round, being suitable for birthday or reward use. They measure about 8 by 12 inches, are cut-out shapes richly embossed and colored, with bold motto or wish in gilt.

Davidson Bros. have added a new factory for their photo post cards, and their output averages a quarter of a million weekly. They have secured sole post card rights of several such favorites as Edna May, Zena Dare, and others. This is worth noting. The inimitable Tom Browne is further represented by new sketches—"The Motor Car," "Three Men in a Boat," "Amateur Photography," etc. There seems no finality to the humorous and artistic ideas of this progressive house.

POST CARD PRIZE COMPETITIONS.

Raphael Tuck & Sons Co. announce their fourth Post Card Prize Competition, offering prizes to the value of $33,330 for collections of Tuck post cards.

In competition "A" fifty prizes are offered to as many hospitals, religious, scholastic and other public or semi-public institutions, to whom the largest number of Tuck post cards have been sent by friends.

In competition "B" three hundred and seventy prizes are offered to those who make the most artistic display of Tuck post cards in the decoration of the home. Such articles as screens, panels, table tops, wardrobe doors, overmantels, etc., lend themselves splendidly for decoration of this nature.

In competition "C" three hundred and forty prizes are offered to those making the best tour illustrated with Tuck cards. Not less than two hundred cards may be used in illustrating the tour, which may be either real or imaginery. Dealers should get literature relating to the competitions and distribute it in their locality.

AMERICAN STATIONERS' CONVENTION.

THE second annual convention of the National Association of the Stationers and Manufacturers of the United States of America, was held at the Hotel Astor, New York, on June 18, 19, 20 and 21, and was attended by about four hundred members and visitors.

Several Canadians were in attendance and came away convinced that the organization is doing a good work in bettering the conditions of the retail jobbing and manufacturing branches of the trade by remedying many of the grievances that have existed in the trade and minimizing those that appear to be unremovable. Probably the association is doing its best work in bringing together annually the brightest men in the trade and enabling them to exchange opinions and experiences. Doubtless many of the delegates have returned home with information that will enable them to conduct their business with a greater profit in the future.

The personal side of a great convention, such as this one undoubtedly was, is of great interest. The meeting of retailers, wholesalers and manufacturers who have been doing business together for perhaps many years, but who in numerous cases are not personally acquainted, cannot fail to give pleasure and satisfaction.

The entertainment committee deserve great praise for the pleasure they afforded the delegates and visitors by arranging and successfully carrying out a splendid programme, which included a trip around New York, a visit to Coney Island, and the attendance to a roof garden theatre. The convention ended with a banquet at the Hotel Astor on Thursday evening.

Mr. Chas. H. Mann, of Philadelphia, is the new president. The association will meet next year at St. Paul, Minn.



THE NATIONAL ASSOCIATION OF STATIONERS AND MANUFACTURERS.

The Delegates and Their Friends Starting for Coney Island.

Courtesy of the American Stationer.

The merchant who knows how to get customers to come back has mastered the secret of shopkeeping.

TRADE INQUIRIES.

A London manufacturing company ask to be placed in correspondence with Canadian manufacturers of pulp board suitable for the production of paper boxes.

Paper.—A firm in Birmingham wish to get in touch with a Canadian firm open to ship paper.

Packing paper.—A firm in the Levant wish to get in touch with a Canadian firm in a position to ship packing paper.

Anyone interested in either of these lines should write Superintendent of Commercial Agencies, Department of Trade and Commerce, Ottawa.

BUSINESS CHANGES.

Mr. Edmison will take charge of the druggists' sundries department.

Mr. H. H Edmison has joined the firm formerly known as the Kelk-Sutcliffe Co. In future the firm will be known as the Sutcliffe-Edmison Co., Limited.

SHOP NOTES.

Salesmen may become offensive through a misdirected amount of anxiousness to attend to prospective customers who enter the store. Many customers desire to look around the store before they buy. They often care to glance around at the stock before they select an article. On entering some stores you are jumped upon by an eager clerk who seems to have been waiting a long time for a possible customer; you are immediately besieged with questions as to what you want, just as if you were a suspect in a custom house; you are thereupon brought one or two specimens and told that these are just what you want. The clerk means well, and may be really trying to help you, but his zeal is too prominent. His attentions are repugnant because of their very abundance. You have entered the shop to look at the stock, not the clerks. It is for that very reason that shoppers prefer the freedom of the crowded department store. They can shop as they please.—Business World.

SHOP SHOTS.

By Frank Farrington in Printers' Ink.

No square peg was ever a success at filling a round hole. If you are a misfit, whittle off the corners, or find a square hole.

* * *

You can't afford to be short with people who are just looking or with people who are proverbial lookers. Every looker is a buyer some day, even the proverbial one.

* * *

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* * *

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* * *

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* * *

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* * *

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Showing the relative value, according to the rate of discount in London, in Canadian and New York systems of quotations, of bills of exchange drawn at any rate, or having any number of days to run, etc., etc., by EWING BUCHAN. Price, $4.00

Buchan's Par of Exchange (Canadian),
Giving sterling into dollars and cents and *vice versa*, from £1 upwards, also sterling equivalents, Canada into New York and *vice versa*; by EWING BUCHAN. Price (in sheets), each, 20c.; mounted (on boards), each, 35c.

The Importers' Guide,
A hand-book of advances of sterling costs in decimal currency from one penny to 1,000 pounds, with a FLANNEL TABLE, from 20 to 100 shillings per piece of 46 yards; by R. CAMPBELL and J. W. LITTLE. Cloth, 75c.; leather, $1.00

The Canadian Customs Tariff,
Revised to date, containing lists of warehousing ports in the Dominion, the Franco-Canadian treaty, extracts of Canadian Customs Act, Sterling Exchange, Francs, German Rixmark, at Cadadian Customs values, also a table of the value of francs in English money, Harbor Dues, etc., etc. Cap 8 vo, cloth. Price, 50c.

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F. B. BAGSHAW, PORTAGE LA PRAIRIE.

IN the book and stationery trade it is a common saying that the west is the place for up-to-date stores. If the business presided over by Mr. F. B. Bagshaw in Portage la Prairie, may be taken as a sample, the saying is undoubtedly true. In few eastern towns the size of Portage la Prairie will a better store be found.

The present premises occupied by Mr. Bagshaw were opened in September last, and already the pressure of business has made itself felt to such an extent that what was deemed amply sufficient last year is now found to be too small. As may be seen from the illustrations, the front of the store has a single large show window, which admits of effective displays. The interior is well equipped with shelving, stands, showcases, and other devices for showing goods. A large stock of books, stationery, fancy goods, pictures, etc., is on hand.



INTERIOR VIEW, BAGSHAW'S BOOK STORE

Mr. Bagshaw is a native of Manchester, England. He came to this country in the Spring of 1894, at the age of 15, proceeding direct to Winnipeg. For three years he lived on a farm, and then took a position in Todhunter's book store in Portage la Prairie. He remained with Todhunter until the Fall of 1899. At that time there were three bookstores in Portage la Prairie —Todhunter's, Douglas' and W. A. Prest Co.'s. Prest sold out to Fisher, and after several months Fisher in turn sold out to N. B. Scott.

Mr. Bagshaw, on leaving Todhunter, took a position with Scott, and remained with him until the business was again sold in the Spring of 1900 to Dr. R. H. Robertson. Mr. Bagshaw thereupon took the management, the style of the firm being Robertson & Bagshaw. After a year, Dr. Robertson, holding other interests, wished to retire, and turned the whole business over to Mr. Bagshaw, making a fourth change in a little over two years.

Mr. Bagshaw commenced business for himself in April, 1901. In January, 1903, fire completely destroyed his stock, thus wiping out the pioneer book and stationery business of the town, which had been started in 1877 by Raynor & Co. In March of the same year Mr. Bagshaw, being unable to get a store, purchased the stock of the Davis Fair, and with it the lease of their premises.

In the Spring of 1904, the owner of the property commenced the building of a brick block, and no other course being open Mr. Bagshaw was compelled to purchase the building and move it on to the street, where, during the whole Summer, he had the unique and somewhat unenviable experience of doing business in a "jacked-up" building on the street.

A PICTURESQUE CANADIAN WRITER.

IN his admirable sketch of Major Richardson, prefacing the new edition of the latter's "History of the War of 1812," Mr. A. C. Casselman, who edited the book, pays the following tribute to the literary style and strength of that author ' "Three years before Scott died, when Thackeray was a stripling of eighteen, when Dickens had not yet become a reporter, Richardson was winning, by his first work of the imagination, applause from the English press and a large audience of English readers. In the very year of Scott's death, his masterpiece, 'Wacousta,' appeared. Whatever Richardson did he tried to do well. Unlike Cooper, he tells his story well, and tells it in faultless English. The interest is sustained to the end. There are no carelessnesses, no crudities, no notable mannerisms. Cooper often loses himself in the pathless mazes of his sentences. Richardson, incisive and logical, builds clause on clause, phrase on phrase, here adding a limiting detail and there a defining circumstance, until you marvel at the accumulated result and you would not have a single word changed. Yet there is no straining after rhetorical effect, no attempt at fine writing. The lucidity of style recalls Macaulay, who at this period was writing his early essays. A born literary artist, Richardson has drawn with a firm and skilled hand the children of his imagination."

The London Athenaeum declares the merits of the novel "Wacousta" consists in "the spirit of its historical pictures, which possess at least the consistency of truth. The writer displays no ordinary share of graphic power, and he has the rare talent of rendering a fearful battle in music. His descriptions of scenery are well executed but, unfortunately, they are rare."

In reading "Wacousta" one comes across passages of great power and beauty; the reader, indeed, regrets that the author so conscientiously subordinates everything to the narrative, and does not more frequently lend his pen to the word-painting in which he so remarkably excels.

A very good example of Major Richardson's skill in portrayal is found in the description of the renegade Englishman, whose adopted Indian name gives the title to the story of which he is the central figure.

"His companion (Wacousta) was habited in still a more extraordinary manner. His lower limbs were cased up to the mid-thigh in leathern leggings, the seam of which was on the outside, leaving a margin or border of about an inch wide, which had been slit into innumerable small fringes, giving them an air of elegance and lightness; a garter of leather, curiously wrought with the stained quills of the porcupine, encircled each leg immediately under the knee, where it was tied in a bow and then suffered to hang pendant half way down the limb; to the fringes of the leggings, moreover, were attached numerous dark-colored horny substances, emitting, as they rattled against each other at the slightest movement of the wearer, a tinkling sound resembling that produced by a number of small, thin delicate brass bells; these were the tender hoofs of the wild deer, dried, scraped and otherwise prepared for this ornamental purpose.

"The form and face of this individual were in perfect keeping with the style of his costume and the character of his equipment. His stature was beyond that of the ordinary race of men, and his athletic and muscular limbs united the extremes of strength and activity. His features, marked and prominent, wore a cast of habitual thought, strangely tinctured with ferocity, and the expression of his otherwise not unhandsome countenance was repellant and disdainful. At the first glance he might have been taken for one of the swarthy natives of the soil, but though time and constant exposure to scorching suns had given to his complexion a dusky hue, still there was wanting the quick, black, penetrating eye, the high cheek bone, the straight, coarse, shining black hair, the small bony hand and foot, and the placidly proud and serious air by which the former are distinguished. His own eye was of a deep bluish grey, his hair short, dark and wavy, his hands large and muscular, and so far from exhibiting any of the self-command of the Indian, the constant play of his features betrayed each passing thought with the same rapidity with which it was conceived. But if any doubt could have existed in the mind of him who beheld this strangely accoutred figure, it would have been instantly dispelled by a glance at his limbs. From his leggings to the hip that portion



GENERAL FRONT VIEW

of the lower limb was completely bare, and disclosed, at each movement of the garment that was suffered to fall over it, not the swarthy and copper-colored flesh of the Indian, but the pale though sunburnt skin of one of a more temperate clime."

Three new magazines are looked for as a result of the disruption of the S. S. McClure Co., publishers of McClure's Magazine, which was recently announced. One, which probably will see the light next Fall, will be backed, it is reported, by several writers who have retired from the staff of McClure's, among whom are Miss Ida M. Tarbell, Ray Stannard Baker, and Lincoln Steffens. Another will be a new periodical along novel lines published by Mr. McClure himself; and the third, it is understood, will be backed by John S. Phillips.

NEW CANADIAN COPYRIGHTS

Registered at Ottawa during June, 1906.

The Ottawa Driveway, Near Bank Street, Showing the Summer House and Pump on the Rideau Canal Bank. Post card. George R. Lancefield, Ottawa.

Black Raven Indian. Muddy Stone Indian. Black Raven. Silas Big Woman. Jumping Sheep Indian. Beaver Tail Indian. Bow Falls, Banff. Stoney Indians. Big Elk. Photos. Byron Harmon, Banff, Alta.

Minute Wages and Cost Item Tables. Book. John Henry Duke, Toronto.

Office Work, or Actual Canadian Business Procedure. Book. The Commercial Text Book Co., Toronto.

Canadian Lacrosse Association Constitution Rules. Book. The Harold A. Wilson Co., Limited, Toronto.

Officers of the 91st Canadian Highlanders. Photo. Alexander McKenzie Cunningham, Hamilton.

L'Annuaire des Adresses de Quebec et Levis. 1906-1907. Par Boulanger et Marcotte. Livre. Edouard Marcotte, faisant affaires sous la raison sociale de Boulanger et Marcotte, Quebec.

The British Columbia Law Reports. Vol. XI, 1903-5. Book. The Law Society of British Columbia, Victoria, B.C.

Of Interest to Retail Salespeople. Chart. Eben Oliver Weber, Berlin, Ont.

Robinson's Book of Modern Conundrums. Containing over 1,000 up-to-date Riddles. McLeod & Allen, Toronto.

Our Twentieth Century Canada, or, Glimpses of the West Thro' Eastern Eyes, which is being preliminarily published in separate articles in the following papers: Toronto Star, Montreal Herald, Ottawa Journal, Kingston Whig, Brantford Expositor, and Chatham News. Temporary Copyright. Frank Yeigh, Toronto.

Miss Canada. March. By W. J. Davis. J. L. Orme & Son, Ottawa.

The Canadian Annual Review of Public Affairs, 1905. By J. Castell Hopkins, F.S.S. Book. The Annual Review Publishing Co., Limited, Toronto.

Uncle Remus Stories. The Creeturs go to the Barbecue. Pictures. Canada Newspaper Syndicate, Limited, Montreal.

Grand Waltz. Lucia. Sextette. By Donizetti. Arr. by Floyd J. St. Clair. H. N. White, Cleveland, Ohio.

Lecons d'Hygiene Pratique. Par E. F. Panneton, M.D. Livre. E. F. Panneton, Trois-Rivieres, Que.

My Weekly. Saturday, 16th June, 1906. No. 1. Book. The International Publications, Limited, Toronto.

La Cuisine Sanitaire Economique Pratique. Par Mme. M. H. A. Book. Joseph-Edouard Mercier, Levis, Que.

A Compendium of the Christian Religion. By Rev. T. M. Talbot. Book. Second Edition. Rev. T. Mason Talbot, Napinka, Man.

Irish Lake. Lyric. By M. C. O'Donnell, Torooto.

Come Under the Palm-Room Tree. Song. Words and Music by George L. Spaulding. Will Rossiter, Chicago.

Public School Readers Premier. Part II. Book. The Canada Publishing Co., Toronto.

Stoney Indian Boys. Stoney Indian At Home. Joseph Peacemaker and Family. Bear Claw and Son. Group of Stoney Indians. Photos. Byron Harmon, Banff, Alta.

A Prayer of Love. Poem. By Jean Blewett. Isabel Rutter, Toronto.

The Spoilers. By Rex E. Beach. Book. Poole Publishing Co., Limited, Toronto.

Songs. Eight Classic Gems. With violin ob. Words and Music by Arthur Uvedale. Arthur Uvedale, Toronto.

Ida Valse. By Louis E. Payette. The Canadian-American Music Co., Limited, Toronto.

Tableau Historique de Paroisse. Maximilien Coupal, St. Michel Archange, Que.

Canaries vs. Chickens: or, Money in Canaries. Book. Cottam Bird Seed, London.

McGill University and Mount Royal, Montreal. Queen's Park and the Parliament Buildings, Toronto. Toronto Harbor and Business District. City Hall and North-West Toronto. Photos. The Panoramic Camera Company of Canada, Toronto.

The Makers of Canada. George Brown. By John Lewis. Book. Morang & Co., Limited, Toronto.

Alphabetical Chord Director. Chart. Agnes Guerin, Montreal.

Business Letter Writing and Follow-Up System. By E. Warner. Book. Edgar Warner, Toronto.

Homewood. Upper Dam, Thames River. Cemetery Road, King Hiram Street. Photos. Wood & Co., Ingersoll.

Music Made Easy. A Piano-forte Tutor on a New Plan consisting of a Series of New and Carefully Graded Exercises, Arranged and Composed by J. Lascelles Graham, P.E.I.S. Anglo-Canadian Music Publishers' Association, Limited, London, England.

Le Saint-Laurent Historique, Legendaire et Topographique, de Montreal a Cacouna et a Chicoutimi sur le Saguenay. Par Alphonse Leclaire. Livre. Alphonse Leclaire, Montreal.

Historical, Legendary and Topographical Guide Along the Saint Lawrence from Montreal to Chicoutimi on the Saguenay and to Cacouna. By Alphonse Leclaire. Book. Alphonse Leclaire, Montreal.

Baby Clover. Song. Words by Rachael Barton Butler. Music by Charles Willeby. The John Church Co., Cincinnati.

Fallen. Words by Grant Balfour. Music by Fay. G. Stanbury. Fairy Morgan. James Miller Grant, Toronto.

When the Harvest Gleaners Sang a Song of Home. Song. Words and Music by Harry A. Edwards. Harry H. Sparks, Toronto.

He Died in San Francisco. Song. Words by Samuel A. White. Music by Edwin Willis. Harry H. Sparks, Toronto.

Under the Palms. Waltzes. By F. H. Losey, Op. 209. Vandersloot Music Publishing Co., Williamsport, Penn.

Parade of the Humming Bird. March Two-Step. By F. H. Losey, Op. 207. Vandersloot Music Publishing Co., Williamsport, Penn.

Temporary Copyright.

Mountain Wild Flowers of Canada. By Julia W. Henshaw. Book. Julia W. Henshaw, Vancouver, B.C.

OUR HALF-YEARLY BOOK LIST

Books Published in Canada
January 1 to June 30, 1906.

NOTE:—This list comprises only such books as have been published by regular book publishers in Canada and does not include medical, technical or law books. Both author and title are indexed, though details as to publishers' price, etc., are only supplied after the author's name.

"Advanced Algebra." By Arthur Schultze.

"Algeria and Tunis." Illustrated in color. Toronto: The Macmillan Co. $6.00 net.

Allbut, T. C. "On Professional Education with Special Reference to Medicine." Toronto: The Macmillan Co. Cloth, 75 cents net.

Alexander, Grace. "Judith." Toronto: McLeod & Allen. Cloth, $1.25; paper, 75 cents.

Allingham. "The Homes of Tennyson." Illustrated in color. Toronto: The Macmillan Co. $2.25 net.

"Alton of Somasco." By Harold Bindloss.

"Analysis of Certain of St. Paul's Epistles." By Lightfoot.

Andrews, Mary Raymond Shipman. "Bob and the Guides." Toronto: McLeod & Allen. Cloth, $1.25.

Anstey, F. "Salted Almonds." Colonial Library. Toronto: The Macmillan Co. Cloth, $1.25.

"Arbiter in Council: A Collection of Papers on War, Peace and Arbitration." Toronto: The Macmillan Co. $2.50 net.

"Arncliffe Puzzle, The." By Gordon Holmes.

Austin, Alfred. "The Door of Humility." Toronto: The Macmillan Co. Cloth, $1.50 net.

"Authology of French Poetry." By Lawton.

Avebury, Hon. Lord. "The Scenery of Switzerland." New edition. Toronto: The Macmillan Co. $1.50 net.

Baillie-Saunders, Margaret. "Saints in Society." Toronto: The Copp, Clark Co. Cloth, $1.25.

Bailey, L. H. "Plant-Breeding." New and enlarged edition. Toronto: The Macmillan Co. $1.25 net.

Baldwin, J. M. "Dictionary of Philosophy and Psychology." Parts I and II. Toronto: The Macmillan Co. $10.00 net.

Balfour, Frederick H. "The Expiation of Eugene." Toronto: William Briggs. Cloth, $1.25.

"Barbara Winslow, Rebel." By Elizabeth Ellis.

Barnes-Grundy, Mabel. "Hazel of Heatherland." Toronto: The Musson Book Co. Cloth, $1.50.

Barr, Amelia E. "The Man Between." Toronto: McLeod & Allen. Cloth, 75 cents.

Barr, Robert. "The Rock in the Baltic." Toronto: McLeod & Allen. Cloth, 75 cents.

Beach, Rex E. "The Spoilers." Toronto: Poole Publishing Co. Cloth, $1.25.

Bell, Lilian. "Carolina Lee." Toronto: The Copp, Clark Co. Cloth, $1.25; paper, 75 cents.

Benson, A. C. "Walter Pater." English Men of Letters. Toronto: The Macmillan Co. 75 cents.

Besant, Sir Walter. "Mediaeval London." Vol. I. Historical and Social. Toronto: The Macmillan Co. $8.00 net.

"Bibliography of Philosophy, Psychology and Cognate Subjects." By Benjamin Rand.

Bindloss, Harold. "Alton of Somasco." Toronto: McLeod & Allen. Cloth, $1.25; paper, 75 cents.

"Biology of the Frog." By S. J. Holmes.

"Bird Guide." Two parts. By Chester A. Reed.

"Bitter Cry of the Children." By John Spargo.

"Blackmore Country." By F. J. Snell.

"Black's Medical Dictionary." Edited by John D. Comrie. Toronto: The Macmillan Co. Cloth, $2.50 net.

"Bob and the Guides." By Mary Raymond Shipman Andrews.

Boothby, Guy. "The Race of Life." Toronto: The Musson Book Co. Cloth, $1.25; paper, 75 cents.

"Brief Literary Criticisms." By R. H. Hutton.

"Broke of Covenden." By J. C. Snaith.

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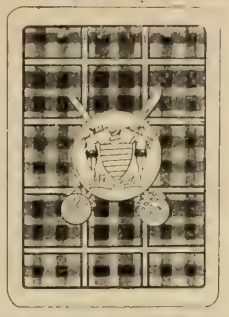
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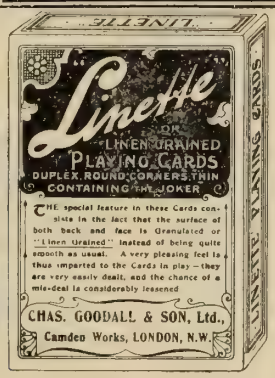


ARE

ALL GOOD















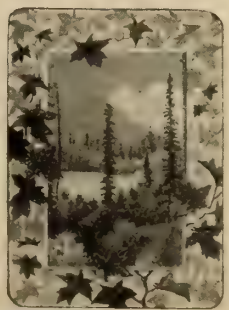


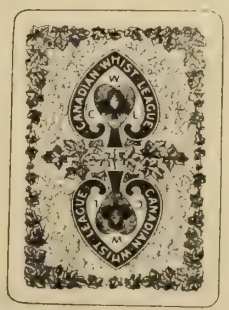


PLAYING CARDS SELLERS

A. O. HURST, 24 Scott St., Toronto











BROWN BROS.

LIMITED

WHOLESALE and MANUFACTURING STATIONERS

OUR EXHIBITION

Will be held in our commodious warehouse, where our many friends may view in comfort samples of our entire line.

A CORDIAL INVITATION

is extended to all who visit us when in Toronto. Our travelling, as well as our regular staff, will be "At Home" during Exhibition time.

All Departments Complete and Up-to-Date

Account and Memo. Books

All Sizes and Styles.

Stationery

Everything useful for Office and Home.

Pencils

New Fancy Lines. Program Pencils, All Colors.

Swiss Cambric Stationery

All Tints and White, also Black Bordered.

Bond, Office, Stamp and Cash Boxes

Leather Goods

The Largest Range of Popular Priced and High Class Lines "Made in Canada."

Crepe and Decorated Tissue Papers

Large Assortment of Colors and Designs.

Rubber Daters, Holders and Pads

We carry a Complete Range of all these Lines.

Paper Fastening and Eyeleting Machines

We Carry Only Devices of Proved Merit.

Canada's Most Complete Stationery House

BROWN BROS., Limited, 51-53 Wellington St. W., TORONTO



DO YOU CARRY

VENUS

LEAD PENCILS?

100% PERFECT

17 DEGREES 6B to 9H

SMOOTHEST LEAD

GUARANTEED NON-VARYING

WRITE FOR PARTICULARS ON

"Venus Drawing"

AMERICAN LEAD PENCIL CO.

LONDON 21 Farringdon Ave.

NEW YORK 68 Washington Sq.

If the VENUS pencil is wanted with *indelible* lead ask for VENUS *copying* No. 165

Carter's New Show-Card Ink

A water-color for use with pen or brush in marking price tickets and show cards

Mark-a-line

Seven Colors—Blue, Black, Green, Red, Purple, Yellow and White

Each color dries with a bright, smooth enamel finish that ***does not crack.***

Order an assorted dozen of the 10c. size and a trial will prove that

"Mark-a-Line has the call."

THE CARTER'S INK COMPANY

Boston New York Chicago Montreal

Menzies & Company

Manufacturers Agents

Toronto, Canada

PRIVATE CHRISTMAS GREETING CARDS

NOW is the time to order. All our lines are complete and we are showing samples of CLIFTON, DIAMOND, GRAPHIC, and our famous

IMPERIAL SERIES OF

CANADIAN DESIGNS

with Coats-of-Arms of the Provinces, Maple Leaf and other National Designs, Views of Niagara Falls, etc.

The embossed relief work stock and ribbons are as high a quality as can be obtained. ALL MANUFACTURED IN ENGLAND.

Our samples of Savory's Xmas Cards, Calendars and Pictures are still on the road.

Drop us a card if we have not as yet called upon you and we will have our representative wait upon you.

CLUCINE

A Liquid Paste. The Strongest Adhesive in the World.

REMEMBER the following facts, which we guarantee absolutely as being correct.

A 25 cent jar of Clucine lasts as long as a 75 cent jar of paste.

It will not go bad even if exposed for 5 years.

Has positively NO odor and is perfectly clean.

Contains NO sediment and is valued highly by photographers.

Sold retail at 25 cents with cap and brush, 90 cents quart jar for refilling.

Very liberal discount to the trade.

Manufactured by our principals:

MESSRS. LYONS INK, Ltd., MANCHESTER, ENG.

Sole Wholesale Agents for Canada and U.S.

MENZIES & COMPANY

23 SCOTT STREET, TORONTO

MONTREAL OFFICE:
GEO. F. HOBART, Representative
Room F, Temple Building.

WINNIPEG OFFICE:
T. O. MACKAY, Representative
Maple and Higgins Sts.

VANCOUVER OFFICE:
W. H. BOYCOTT, Representative
Davis Chambers, Hastings St.

CAN YOU USE ONE?

Each One a Labor-Saver

RETURNED
SEP 5 - 1906



SHEET GUMMER

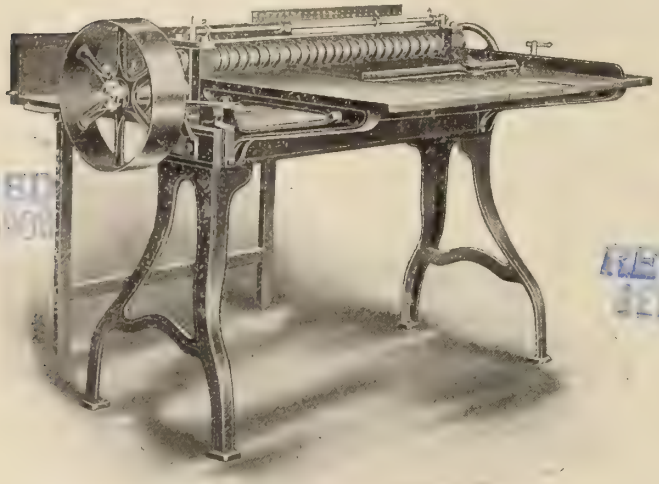
Places gum (hot or cold) on labels, cards, sheets, etc., of any size, shape or material, and delivers them gummed side up on an endless belt.

RETURNED
SEP 5 - 1906
To Dunn
cut & work 54
Pages 58
a.a.w.



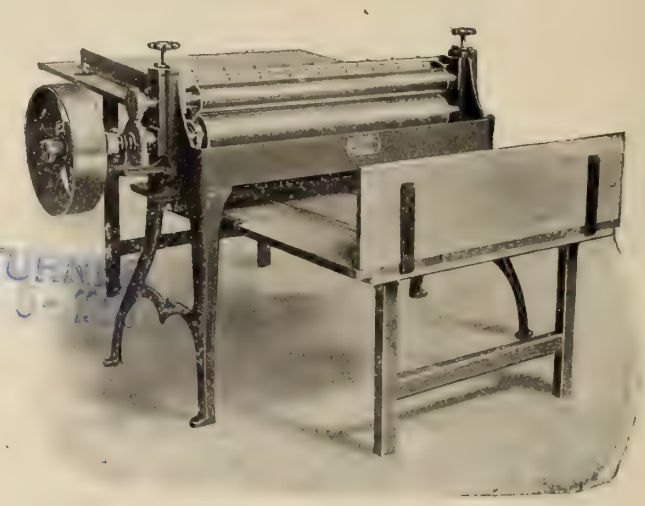
PACKAGE SEALER OR BINDER

Binds and seals packages of all kinds and shapes, and cuts paper if desired. Furnished with or without knife or package form.



ROTARY CARD AND PAPER CUTTER

Cuts paper or card from the sheet or roll into any size strips, and re-winds them into rolls if desired.



PARAFFINE COATER

Places a thick or a thin coating of paraffine or other material on anything, from tissue to card 3/16 in. thick.

M. D. KNOWLTON CO.

Works and Main Office
ROCHESTER, N. Y., U. S. A.

BRANCHES

LONDON, ENG.
23 Goswell Road, E. C.

CHICAGO
80-86 West Jackson Boul.

NEW YORK
203-205 Wooster Street



"It's the Solidhed Display that Sells Tacks"

Hawkes-Jackson Co.
Makers
Stationer's Building
Eighty-two Duane Street
New York

WE MAKE **RULES** FOR THE

JOBBING TRADE

ALL KINDS AND GREAT VARIETY

IN

Finish, Color and Scales

FOR THE

ADVERTISER

Nothing is better than our Fine Colored Rules with gilt printing—THEY ARE KEPT.

WESTCOTT-JEWELL CO.

Factory and Office **SENECA FALLS, N.Y.**



Mr. Bookseller! You can handle the BERLINER or VICTOR GRAM-O-PHONE, with Books and Stationery, to your decided advantage.

BERLINER or VICTOR GRAM-O-PHONES are easy and continuous sellers. The demand for them has already been created, and is being constantly increased by our advertising.

There is a good profit in both Gram-o-phones and Records. Certainly more profit than in books. The Talking Machine line requires a smaller investment than Books and Stationery—and turns your money over quicker.

People are brought to your store right along by calls for Gram-o-phones, Records, Needles, etc. That helps them to get in touch with your Book and Stationery business, besides making your Talking Machine business extremely profitable.

You are losing money every day that you put off sending for our proposition. Write now.



Distributors for Berliner and Victor Machines and Records :

Nova Scotia and Prince Edward Island—Maritime Gram-o-phone Company, Truro, N.S.
New Brunswick—J. & A. McMillan, St. John,
British Columbia—Dyke, Evans & Callaghan, Vancouver.
Manitoba, Alberta and Saskatchewan—Clark Bros. & Company, Limited, Winnipeg.
Ontario and Quebec—Berliner Gram-o-phone Company, Montreal, P.Q.

BERLINER GRAM-O-PHONE CO. OF CANADA Limited
2315 St. Catharine St., MONTREAL

☞ P.S.—One of the most valuable "hints" to a keen dealer is: Place standing orders for the new records with your distributor and push this feature. (Keeps your customers calling at least monthly—they look for them.)

Artistic Monthly Bulletins furnished free for this purpose.

CLARK BROS. & CO.
LIMITED

OFFICE—
MR. D. A. CLARK
MR. A. D. WATSON

WINNIPEG

Box 1240
Phone (5029 / 32 / 401

Stationery Department

MR. J. GIBB

A FEW SPECIALTIES

Eaton-Hurlbut's Holiday Line of Papeteries
White & Wyckoff's Holiday Line of Papeteries
Stephen's Inks
Underwood's Inks and Mucilage
LePage's Mucilage, Paste and Glue
John Holland Fountain Pens
Koh-i-noor Pencils
National and Walker's Loose Leaf Price Books
Excelsior Typewriter Carbons
Inspection Typewriter Ribbons
A thoroughly up-to-date line of Papeteries, Tablets, and School Supplies

We have one of the largest stocks of up-to-date Staple and Fancy Stationery in Canada.

Book Department

MR. GEO. WILSON

WHERE TO GET THE LATEST AND BEST SELLERS
CONISTON—THE BEST NOW.

Fine Presentation Books
a specialty
School and University Books
Oxford and Bagster Bibles
Cheap Paper Novels, all kinds

LISTS SENT ON REQUEST

Get on our mailing list, we can satisfy you as to selection

AGENTS:
Macmillan Co., London and New York
A. & C. Black, Fine Colour Books, London
Geo. Morang Co., Toronto

LIBRARIES SUPPLIED
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Printer's Department

MR. GEO. WILSON

WRITE FOR NEW CATALOGUE

Agents for Ritchie & Ramsay Celebrated Book Papers and Duplex Covers
Not the cheapest, but the best.
Superfine Linen Record and Earnscliff Linens
The best value for the money.
Linen-faced Bonds, Fancy Covers
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Litho and Coated Papers
Invitation Cards, all sizes
Programmes, Menues, Wedding Stationery

Contracts made at market prices.

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MR. J. H. A. CLARK

Fancy Goods, Pipes and Brushes
Children's Wagons and Sleighs
Sporting Goods and Flags
of all kinds
Tissue Paper—Flat and Crinkled

Western Agents for
Victor and Berliner Gramaphones and Records
Watson, Foster's Wall Papers

WRAPPING PAPERS, PAPER BAGS, HAT BOXES and BAGS, TWINES, BUTTER PARCHMENT

"DELIVERING

It's time to settle the matter ***now.*** Christmas won't stay its coming, and you ***must*** have your stock ready at the right time or —you know what will happen.

CALENDARS

Previous experience has convinced our old customers of the unmistakable perfection of both design and finish of our cards, and of their success year after year.

But we are after others.
We want to "deliver goods" TO YOU.

We want to interest you—on a reciprocal plan—and to have you interest your customers. We've every reason for thinking they would like to use our Cards and Calendars during the coming season.



OUR CHRISTMAS CARDS

are **Original in Design**
Tasty in Style
Beautiful in Color
Attractive to All

OURS ARE THE

DAVIDSON BROTHERS

Represented by the COPP, CLARK CO., Toronto

THE GOODS"

The remarkable features of our ***Calendar List*** are attracting attention everywhere. They cost no more than the commonplace offerings of obscure people and they are original in design and treatment.

ND CARDS



They are always good—self-evidently good—and our books present the evidence of many Canadian retailers to prove that they are considered THE VERY BEST.

THE BEST FIVE AND TEN CENT CALENDARS ON THE MARKET

Nothing to equal them anywhere. What about YOUR ORDER? This is an occasion where delay is dangerous. You MUST have these goods to make your season a success, and we must know your requirements as soon as possible. Don't wait longer. You will do yourself a good turn by settling the matter now. Make your Calendar department interesting, and profitable also.

EADING LINES

DAVIDSON BROTHERS

Represented by the COPP, CLARK CO., Toronto

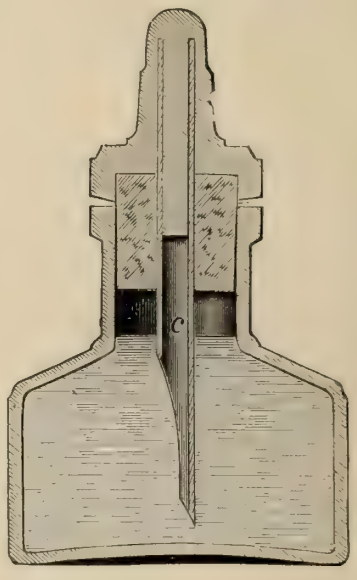
THE MERMAID

AS A SYMBOL FOR

DRAWING INKS







was first used by us in an advertisement in "The Architectural Record" for August, 1903, as above. Thus in this, as in all other matters relating to Drawing Inks,

HIGGINS' AMERICAN DRAWING INKS

blaze the way for those who find it easier to copy than create. Year by year these splendid inks have gone on their way constantly gaining new admirers while retaining old friends, seeming to thrive on so-called self-styled "competition."

Higgins' American Drawing Inks have sold more largely during the past year than ever before in their history. This has been due in a great measure to our liberal policy of advertising, and to absolute fair dealing with our friends in the trade, but above all to the unapproachable high-quality, standard and reputation of these inks, which have made them from the beginning and always

The Standard Liquid Drawing Inks of the World.

WRITE FOR PRICES

CHAS. M. HIGGINS & CO., Originators and Manufacturers of **Inks and Adhesives**

NEW YORK CHICAGO LONDON

MAIN OFFICE : 271 Ninth Street
FACTORY : 240-244 Eighth Street } **BROOKLYN, N. Y., U. S. A.**

HIGGINS' INKS AND ADHESIVES













LONDON BRANCH, 11 FARRINGDON AVENUE, LONDON, E.C.—(Store and Basement, each 25 x 75)



THE HIGGINS' INKS AND ADHESIVES, through honest merit in their originality and quality and honest American enterprise and push in their exploitation, have penetrated to the most remote points of civilization, until now they are well known and largely used in Canada, Central and South America, Mexico, Great Britain, South Africa, Australia, New Zealand, Philippines, Japan, China, Norway, Sweden, etc., etc., as well as ever maintaining their unique position in their birthplace, the United States of America. The home trade has always shown its appreciation of and reliance on these goods, and it will always be our effort to merit the confidence of the trade in every respect.

WRITE FOR DISCOUNTS



CHAS. M. HIGGINS & CO., Originators and Manufacturers of Inks and Adhesives

NEW YORK CHICAGO LONDON

MAIN OFFICE: 271 Ninth Street
FACTORY: 240-244 Eighth Street
BROOKLYN, N. Y., U. S. A.

Waterman's Ideal Fountain Pen

The pen with the Clip-Cap

To the Consumer:

Waterman's Ideal Fountain Pen is perfect in every detail of construction. It is so simple that it cannot get out of order except by accident or by the tinkering of some one who does not understand it. It contains only selected materials of the highest grade put together and adjusted by workmen skilled and of long experience.

A perfect fountain pen is the greatest boon to those who write We have made an exhaustive study of the requirements of all writers, and whether pens are intended for personal correspondence, business offices, counting rooms, editorial desks, stenographic reporting or manifold work, we can suit the most exacting.

The Spoon Feed

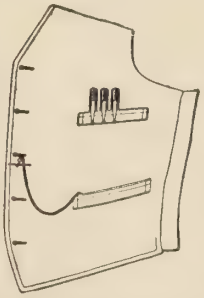


The action of Waterman's Ideal Fountain Pen depends on the Spoon-Feed, a patented device which insures absolute certainty and uniformity of ink to the pen point when writing and prevents blotting or flooding of the last few drops—a common objection to almost all other fountain pens.

The Spoon-Feed, which has cups in the side, cannot be used in any other make than Waterman's Ideal Fountain Pen.

Ideal Clip-Cap

is strong as well as simple. Made usually of German Silver, it is fastened on to the cap in such a way as to make it almost part of the cap itself.



It is permanently secured with a one-piece rivet that leaves no obstruction inside.

It enables one to carry a fountain pen in the coat or vest pocket with an absolute sense of security.

When vests are discarded it is a boon to the man who would carry his pen in his coat pocket.

Clip-Caps are made in German Silver, Sterling Silver, 18-Karat gold filled, and 14-Karat Solid Gold at prices shown in the next column.

Principal Styles

Some of the best-selling commercial lines are shown below. The styles shown here are only a few of the principal kinds in stock.

Our catalogue lists about 140 styles. We have 23 different styles of Emblem Pens alone. These are pens with mounted emblems of different Societies, Fraternal Orders, Clubs, Colleges, etc.

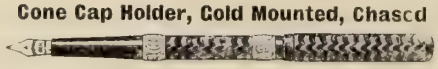
Waterman's Ideal Fountain Pen is useful to all business men, attorneys, physicians, teachers, insurance and other agents, bookkeepers, correspondents, reporters, clerks, and an endless number of others.

Cone Cap Holder, Plain Black (also Mottled or Chased)



Number	12	13	14	15	16	17	18
	$2.50	$3.50	$4.00	$5.00	$6.00	$7.00	$8.00

Cone Cap Holder, Gold Mounted, Chased



Number	12	13	14	15	16	17
	$3.50	$4.50	$5.00	$6.00	$7.00	$8.00

Taper Cap Holder, Chased (also Plain Black or Mottled)



Number	22	23	24	25	26
	$2.50	$3.50	$4.00	$5.00	$6.00

Taper Cap Holder, Gold Mounted, Chased



Number	22	23	24	25	26
	$3.50	$4.50	$5.00	$6.00	$7.00

Straight Cap Holder, Gold Mounted, Chased



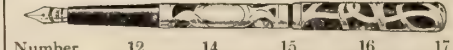
Number	2	3	4	5	6
	$3.50	$4.50	$5.00	$6.00	$7.00

Straight Cap Holder, as above, no mounting

Plain Black, Mottled or Chased

Number	2	3	4	5	6
	$2.50	$3.50	$4.00	$5.00	$6.00

Cone Cap Holder, Silver Filigree Design



Number	12	14	15	16	17
	$5.00	$7.00	$8.50	$9.50	$11.00

Cut Showing Clip-Cap Attached



Prices for Clip-Caps are given below:

German Silver Clips	$ .25 extra
Sterling Silver Clips	.50 extra
18-Karat Gold Filled	1.00 extra
14-Karat Solid Gold	2.00 extra

To the Dealer:

Waterman's Ideal Fountain Pen has been the standard fountain pen for twenty-two years or more, because in all that time its manufacturers have stood behind it with a very broad guarantee.

Every pen sold is expected to give perfect satisfaction and there is a pen made for every writer.

Show cases are loaned to dealers who carry a reasonable assortment of pens. Prices are always absolutely uniform.

At your request we will give your pen clerk an education on how to sell pens by familiarizing him with the many different styles of special pens that are made for all purposes.

Our House Organ

The Pen Prophet

This is a little publication issued by us, devoted to the interests of Waterman's Ideal Fountain Pens and circulated principally among our 17,000 customers in the United States and Canada. In it appears from time to time news of the Ideal Pen World, and every dealer in this country should receive a copy.

The total circulation of the Pen Prophet is 25,000—8,000 of which are sent to dealers who are fast becoming customers. You should get it.

Fountain Pen Ink

Any good fluid ink may be used with satisfaction in Waterman's Ideal Fountain Pen. Anybody that uses our pens knows that.





There is only one ink, however, on which you can always depend, and that is one which is especially made for fountain pen use. To be always certain insist on Waterman's.

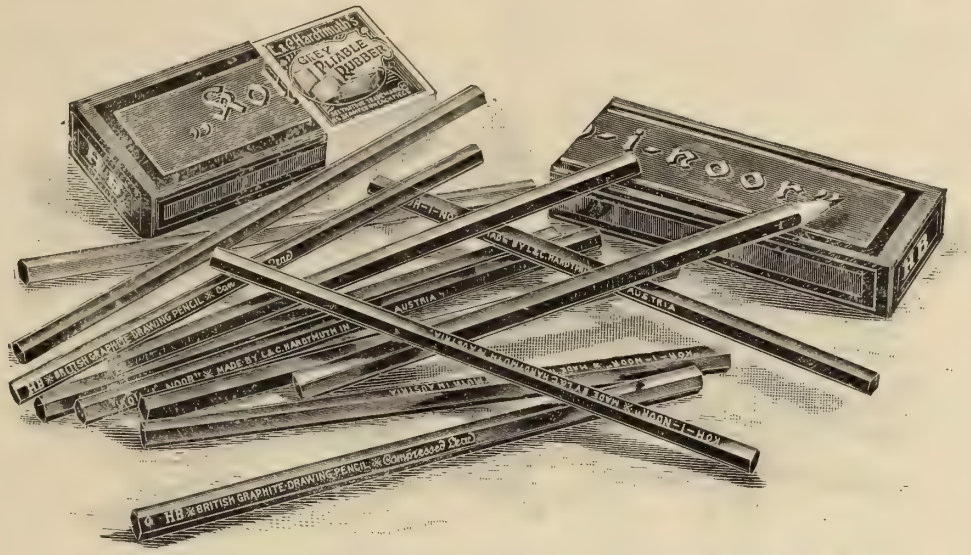
It sometimes occurs that the use of different kinds of ink results in a chemical action that unfits it for use in any fountain pen, and dealers should not overlook the fact that our ink is an unusually fluid, blue-black, especially adapted to fountain pen use.

It is put up in regular-sized bottles, from two ounces to a quart, as well as in the Desk and Travellers' Filler styles that are now so well known.

L. E. Waterman Co., of Canada, Limited

136 ST. JAMES STREET, MONTREAL

"KOH-I-NOOR" Pencil Talk



INTERESTING DETAILS

The phenomenal sale of "KOH-I-NOOR" Pencils—an Austrian product—in the United States and Canada within a few years of their introduction has bewildered American Manufacturers.

It hasn't been a matter of "low-priced foreign labor" either—far from it, the pencil came to the market at almost double the price of any that had previously been sold and yet those first judges of pencil quality—the Architects, Engineers and Draughtsmen—adopted it immediately.

The price in fact was so much higher than other makes—that retail dealers felt that the demand would stop there—the public had never been formerly known to buy the same pencil as the Draughtsmen used, but—the public had never known such a pencil, that was the reason.

To-day the public uses it.

Note the number of bright yellow polished pencils in use to-day compared to some years ago. They are either "KOH-I-NOORS" or imitations, for the popularity of the "KOH-I-NOOR" has driven every manufacturer to the making of a yellow imitation.

Yellow is the "KOH-I-NOOR" color.

Roughly speaking, these pencils cost the consumer twice as much as what is called an "ordinary" lead pencil, but—they last four and a half times as long and every inch of them is pure and perfect satisfaction.

The reason why :—

The lead in a "KOH-I-NOOR" pencil is compressed—intensely condensed—and that secret process of manufacture is what has made the "KOH-I-NOOR" famous. It outlasts others. It is smoother.

The best evidence of this success is its number of imitations ; not only has the color been imitated, but the very style of lettering and phrases have been copied.

We have the only complete stock of **L. & C. HARDTMUTH'S** goods that there is in Canada.

"KOH-I-NOOR" Pencils ***Mephisto Pencils***
Pliable Rubber ***Artists' Leads***
Colored Crayons, etc., etc.

We have just issued a new price list and our Salesmen are going out with samples of the full line—and as usual—in conjunction with

Waterman's Ideal Fountain Pen
The pen with the Clip-Cap

L. E. Waterman Company of Canada, Limited

136 St. James Street, MONTREAL

"Sir Wilfrid Laurier"

IMPROVED FOUNTAIN PEN

Every pen guaranteed perfect. Every pen stamped on the barrel and on the gold pen "Sir Wilfrid Laurier"

Registered 1905



Style T	Style F	Style A	Style C	Style M	Style H	Style U
Silver	Silver	No. 2...$2.25	No. 2 $2.00	No. 2...$1.75	No. 2...$7.50	No. 2...$1.50
No. 2 ..$7.50	No. 2...$6.00	" 3... 3.75	" 3... 2.75	" 3... 2.50	Silver	" 3... 2.25
Gold	Gold	" 4 .. 4.50	" 4... 3.50	" 4... 3.25	or	" 4... 3.00
No. 2... 7.50	No. 2... 6.75	" 5... 5.25	" 5... 4.25	" 5... 4.00	Gold	" 5... 3.75
		" 6 .. 6.00	" 6... 5.00	" 6... 4.75		" 6... 4.50

Librairie Beauchemin Ltd.

Wholesale Manufacturing Stationers and Publishers

Proprietors of the

Sir Wilfrid Laurier Fountain Pen

Write for Discounts

256 St. Paul Street, MONTREAL

PAYSON'S INDELIBLE INK



Trade supplied by all Leading Wholesale Drug Houses in the Dominion.

Received Highest Award Medal and Diploma at Centennial, Philadelphia, 1876; World's Fair, Chicago, 1893, and Province of Quebec Exposition, Montreal, 1897.

Standard Commercial Works.

Matte's Interest Tables,

At 4, 5, 6, 7, 8, 9 and 10 per cent. per annum, by Napoleon Matte. 5th Edition. Price, $3.00.

Matte's Three Per Cent. Interest Tables,

By the same author. On fine toned paper and strongly bound. Price, $3.00.

Hughes' Interest Tables and Book of Days combined,

At 3, 3¼ 4, 5, 5½, 6, 7 and 8 per cent. per annum By Charles M. C. Hughes. rice, $5.00.

Hughes' Supplementary Interest Tables,

Comprising a Special Interest Table for daily balances, showing interest for one thousand days on any amount, rates from ¼ per cent. to 3¼ per cent., inclusive. Also a tabie showing interest for one thousand days at 5 per cent., by means of which (in connection with Comparative Tables), interest for one thousand days can be obtained at any rate from ⅛ per cent. to 10 per cent., inclusive, and COMPARATIVE INTEREST TABLES for obtaining interest on any rate from ⅛ per cent. to 10 per cent., inclusive, on the basis of 365 days to the year in ⅛ per cent. rates. By Charles M. C. Hughes. Price, $2.00

Hughes' Interest Tables,

At 6 and 7 per cent. per annum (on the basis of 365 days to the year), for one, two, three and four months and days of grace; for use in Discounting and Renewing Promissory Notes. By Charles M. C. Hughes (on folded card, 14¼ x 9½) strongly bound. Price, $1.00.

Hughes' Savings Bank Interest Tables,

At 2½, 3 or 3½ per cent. (each on separate card), on the basis of one month, being 1/12 part of a year; by Charles M. C. Hughes. Price, $1.00.

Buchan's Sterling Exchange Tables,

Converting sterling into Canadian currency, and *vice versa*, advancing by 8ths and 16ths, with other useful tables; by Ewing Buchan. Second edition. Price, $4.00.

Buchan's Sterling Equivalents and Exchange Tables,

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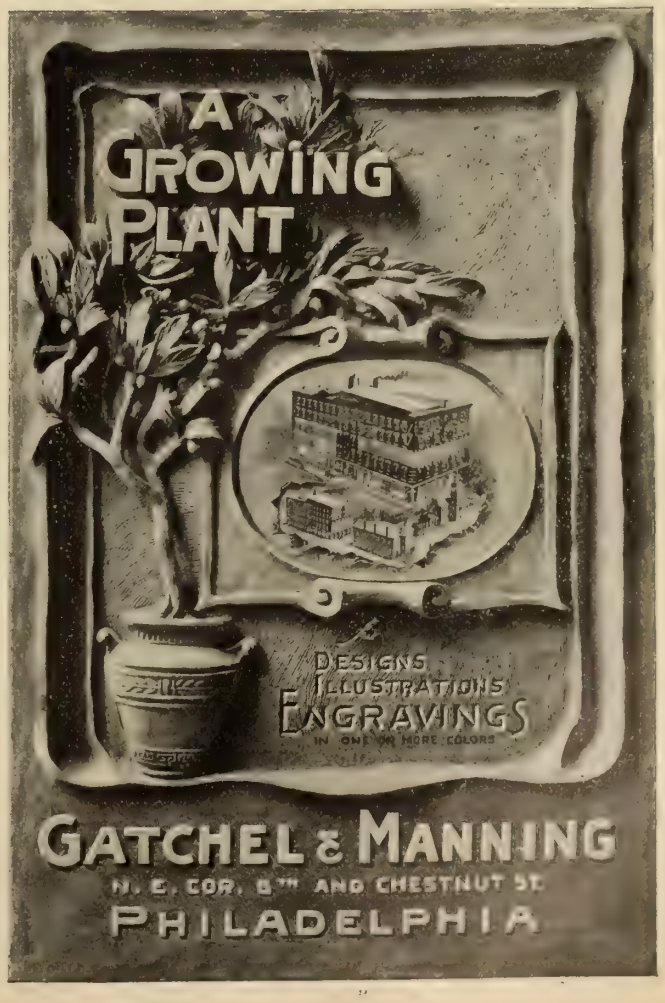
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THE

Bookseller and Stationer

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Vol. XXII. MONTREAL AND TORONTO, CANADA, AUGUST, 1906. No. 8.

POSSIBILITIES OF THE CANADIAN NOVEL

By Arthur Conrad

APPARENTLY the present year will witness a considerable increase in the number of novels by Canadian authors to be placed upon the market. Those who have kept in touch with the literary columns of our newspapers and the announcements of our publishers, must realize this. Not only are our ex-patriated authors like Sir Gilbert Parker, Robert Barr, Arthur Stringer and Norman Duncan producing works of fiction, but the stay-at-homes like Ralph Connor, R. E. Knowles, Marion Keith and W. A. Fraser, all have books forthcoming.

The question naturally arises: How much does the Canadian public appreciate the work of its fellow-countrymen? Is there any distinct preference manifested for novels by Canadian authors as such?

It will be recalled that not so many years ago in the United States the best-selling novels were all by English authors. Occasionally an American author crept into favor but, as a general rule, the Englishman lead the market. To-day there is a complete reversal of this. Now the American novel leads, while occasionally an English novel wins a place. Is this result due to an increase of patriotic fervor on the part of the average American, which leads him to support native genius or must it be attributed to an improvement in the quality of American literature? Few will be found to support the former contention. An author's nationality is usually secondary to his genius.

All this is but preliminary to a consideration of the situation in Canada. Do the same conditions prevail in Canada as have been manifested in the United States?

In asserting that a Canadian author as such is more favored in his own country than an American author in his country, I am perhaps instituting a comparison difficult of proof. But experience teaches that Canadians are very clannish. As the population is comparatively small, an author's name is soon known in all parts of the Dominion and he is heralded as a Canadian. Newspapers emphasize his nationality and he is listed among Canadian authors.

In the United States, on the contrary, nationality is lost sight of to a certain extent. An author is an author, and only when foreign writers are referred to or comparisons are made, is he referred to as an American author.

If it were the case that Canadian authors possessed only mediocre talents, this phenomenon would be astonishing. But the uniform excellence of the Canadian novel makes it less notable. There is a good excuse for the Canadian public to applaud their little band of novelists and to give the preference to them.

It seems to me that it would be commendable if publishers and booksellers would endeavor to foster this phase of Canadian patriotism. Not that I would care to see a book sold merely because it was the work of a Canadian author but rather in recognition of the fact that there is something good in Canadian literature and that we have authors in this country worthy of our support. Other things being equal let us "boost" the Canadian book.

Booksellers, in recognizing the fact that the public is inclined to favor the Canadian novel, should endeavor to profit by it. In a season where there are a dozen or more books by Canadian authors on the market, there should be an effort made to specialize these books. It is poor policy to place them here and there on the display stands among other books. Rather let them be set apart and properly labelled as "Canadian." It seems to me that this Fall will afford an admirable opportunity to inaugurate this specialization. There are so many first-rate books on the market, or being published, that come under the Canadian category that the display will not be a thin one.

The presence of many British immigrants of good education in Canada means the establishment of many connections with English homes. The Christmas gift of a book is a convenient one, and what could be more appropriate than a Canadian book? The chances are that the book is unknown in the old land, whereas the scenes it depicts are true to the life of the emigrant's adopted home. This combination of circumstances renders it doubly appropriate.

And not only should the bookseller by display and advertising keep the Canadian novel to the front, but the publisher should back him up by the many means he has in his power. Instead of listing his Canadian books along with the others, let him place them in a separate class. In sending out his advertising matter, he could well afford to devote extra space to an eulogy of their merits. Ways and means are not lacking to this end.

But is it worth while? Do the sales of these Canadian books warrant all this extra attention? It seems to me that they do. The record for high sales in Canada is held by a Canadian book. This means that the possibilities are always there. The public favors a book by a Canadian author. This means that the meritorious book sells. A little extra cultivation of the market will do wonders.

THE STATIONERY TRADE OF HALIFAX

By James L. Gowan

HALIFAX book and stationery stores have an excellent reputation in the trade. In appearance they are the equal of any city stores in Canada, while they are proportionally numerous. The retail establishments are distinguished for their artistic arrangements and displays, and the wholesale firms for their air of substantiality and worth. A few words about the various firms will be the best means of giving the reader an idea of the trade in Halifax.

A. & W. MacKinlay.

One of the historic business houses in the Maritime Provinces is "MacKinlay's," and the management of this concern is now in the hands of the third generation of the name, vigorous and pushing young men who are carrying the house along to the completion of a century of its history. The firm does wholesale and retail business, and has its own bindery and blank book manufactory.

A. & W. MacKinlay have been actively engaged since

RETURNED
AUG 29 1906
To Waldens
New York
Cut Book 54
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J. L. CONNOLLY,
A Prominent Halifax Bookseller.

1867 in the publication of school and educational works, having issued a large number of text books on all subjects. They have published eight or ten different works by Dr. Calkin, and have now in press two of his junior histories of England and Canada, which will be issued before the close of this year. For years the MacKinlay bindery was situated in a historic old building, originally a church, on Starr street, but two years ago the firm acquired a building on Hollis street adjoining their extensive business premises on Granville street, and the bindery was removed thither.

The firm of A. & W. MacKinlay began business in 1826, the original members of the firm being Andrew and William MacKinlay, both of whom later became prominent in civic and militia circles. The house was burned out in 1859, but business was continued without interruption of any extent. Later on William MacKinlay died and Andrew K. MacKinlay was admitted to the firm. The death of Andrew occurred in 1867, and in 1883 Andrew and Charles MacKinlay were admitted to the firm. The death of Andrew K. occurred in London, Eng., in 1889.

Two years ago it was decided to form the concern into a company capitalized at $100,000, the only interest outside of the Messrs. MacKinlay, being held by a few of the trusted, tried and faithful employes. Andrew MacKinlay is president of the company; Charles H. MacKinlay vice-president, and George E. Dawson, secretary. Andrew MacKinlay is prominent in business circles, and is a director of the N. S. Fire Insurance Co. and Empire Trust Co., and a trustee of the Maritime Commercial Travelers' Association.

T. C. Allen & Co.

This is another house that was established in Halifax early, and the name is known all over the provinces. The business was opened in 1858 by M. A. Buckley, who has been conducting a newspaper, as well as stationery business at Windsor, N.S., but time and death have altered the personnel of the firm twice since the business was opened. In 1878, Thomas C. Allen was admitted to partnership and the firm name became Buckley & Allen. In June, 1884, the firm dissolved, Mr. Buckley, who had accumulated considerable wealth, retiring and removing to California for the benefit of his health. Thomas C. Allen continued the business under the old firm name, and it was while he conducted the business that he was elected to the city council to represent one of the most important wards. In 1896, Mr. Allen admitted as a partner his nephew William T. Allen, and the firm co-partnership continued up to T. C. Allen's death in 1896. Wm. T. Allen then purchased the share of his uncle from the estate and became sole partner and continues the business under the old firm name.

The firm does a wholesale and retail business, and only recently its large premises on Granville street have been further extended to make room for the demands of increasing trade. They have their own finely equipped printing office and bindery, and employ in their establishment forty-five hands, the number of employes having about doubled under the present management.

Methodist Book Room.

The Methodist Bock Room here was established about fifty years ago, and is well-known throughout the Maritime Provinces, Newfoundland and Bermuda, which is the territory it covers, beginning where the Toronto Room's business ceases. The manager is Rev. S. F. Huestis, D.D., and he has a most capable staff. The Book Room deals largely in religious, music and other books, bibles and Sunday school library books, but is not strictly confined to religious works. The Briggs publications are practically exclusively handled in the provinces by the Book Room, which is really a large fully stocked building on Granville street, and a much more extensive establishment than might be judged from the name. The office of publication of the Methodist paper, the Wesleyan, is situated in the Book Room building, and Rev. Mr. Huestis is the publisher of the paper as well as the manager of the Book Room. The latter is controlled by a committee elected at the general conference of the Methodist Church in Canada, but the management is entirely in the capable hands of Rev. Mr. Huestis.

John L. Connolly.

The wholesale and retail stationery business on Barrington street carried on by John L. Connolly, was established nearly half a century ago on George street, by his father, Thomas L. Connolly. Some years ago John L. Connolly and L. Clyde Davidson entered into partnership and carried on an extensive business. A year ago the partnership terminated through lapse of time, Mr Davidson retiring and Mr. Connolly continuing at the old stand, which is splendidly situated in the retail section of the city. The Conolly's have for years had the supplying of stationery to the Army and Navy, manager of the stationery department of the Shepard-Norwell Co. Both brothers have a thorough knowledge of the business and are enterprising.

L. Clyde Davidson & Co.

This is one of the younger firms, full of enterprise and modern ideas. Mr. Davidson was for years in the A. & W. MacKinlay employ as traveler through the provinces. A few years ago he and John L. Connolly entered into partnership under the firm name of Connolly & Davidson. They did a splendid trade in Barrington street, and when the partnership dissolved through lapse



A Christmas Display in Halifax.

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Waldens
New York
Court Road 5
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individually and to different departments of the service, and in recognition are privileged to display the Royal Arms over their store. "Connolly, the Stationer," as Mr. Connolly prefers to be called, conducts in addition to his stationery and book business, a well equipped printing office, in which copper plate engraving and die stamping are made a specialty of. Society and wedding supplies are a leading line, the highest grades of stock for such work being kept.

Mr. Connolly has been recently joined by his brother, T. Louis Connolly, who has returned to Halifax after ten years experience in the stationery business at Boston, first with the Throp-Marlin Co., Milk street, and latterly of time both members were anxious to continue in his own name at the old stand. Mr. Connolly had the stand however, and the location suited Mr. Davidson's ideas from a business standpoint so well that he bought out the stationery business of C. H. Ruggles a little further north in the same block, nearer the city hall, acquired the building in which the Ruggles firm was located and modernized the store. The latter was fitted up and stocked in first-class style, and a green oak and plate-glass front put in, and now Mr. Davidson claims to have the most modern retail stationery store in the Maritime

(Continued on page 32.)

STORE ARCHITECTURE

Its Importance in Economy and Efficiency—A New Store in which Many of the Ordinary Objectionable Features are Obviated.

STORE architecture is one of those problems with which the merchant is sooner or later confronted. A store may be started in a simple, unpretentious way without consideration to either good looks, convenience or economy—merely because the need for a store exists and that need must be met. As soon, however, as trade begins to multiply, other considerations are brought into evidence, storage for instance. Although goods may speedily change hands, it soon becomes apparent that provision must be made in keeping with the particular requirement of each description of goods, else serious unnecessary loss will accrue. Then again, it is soon evident that places must be allotted easily-get-at-able, and in accordance with the frequency or otherwise of call for sale upon the particular articles, otherwise great unnecessary cost is incurred in handling. These and many other reasons might be adduced in support of the adopting of good and efficient architectural store arrangement.

There are given in this article illustrations of a store which has recently been erected in Toronto. It is not a book store, but it contains many features of interest.

"Natural Light" an Important Feature.

Perhaps first and foremost in this regard is the question of "light." Sufficient natural light, properly subdued, is one of those features more noticeable by its absence than its presence in the general store. Light, however, is one of the most important factors to the successful store. Customers should at all times be able easily to see all the contents of the store. To accomplish this end and yet not lose the use of wall space, a row of windows have been arranged, in the accompanying plans, to give light along the top of the outer side wall, leaving the wall still available for shelving, etc., to within about two feet of the ceiling. This is without doubt an excellent arrangement, and one well worth noting.

"Air" an Aid to Health and Business.

Abundance of air is another important feature in the retail store. Who amongst us have not, at some time or other, been well-nigh suffocated by the many combinations of aromas in the old-time stores? No use the salesman trying to push sales in such a place; the customer orders what he wants and clears out. In the store under review, however, this feature has been well studied. With a door at each end, and one at the side, a current of air can be easily circulated from end to end, and by avoiding the use of the one on the side of the wind at the time with little inconvenience.

Every store, even in the depth of Winter, should be well ventilated once or twice during a day. In fact, in Winter time, by allowing a current of cold air to pass freely through the store and drive out the wasted and vitiated air, it will be possible to warm up to a better temperature with considerably less firing.

A still further important feature is that of "access"



No. 1.—This Illustration Shows Front of Building, with Private Door Leading to First Floor Offices.



No. 2—Shows Side Elevation, with Side Door. Private Door to Residence. Small Windows to Back of Store for Light and Ventilation.

and "egress." In the plans shown this has been amply provided for. An imposing front entrance for customers only gives freedom from all unnecessary contact with the passage of goods to and fro. There is also the side entrance chiefly for the use of loading up for delivery, and then there is at the back a door which can be used for taking in goods, beside which the cellar entrance can be utilized for the same purpose, and as the main storage is located in the cellar, it is probable the cellar entrance will become the chief goods entrance.

The Residential Section.

The house arrangements can, of course, be adapted to particular circumstances; in the instance illustrated, it was desired to fit up the front part of the first floor as a professional parlor. A separate front entrance was therefore arranged which makes that part particularly private, the entrance to the house proper being provided at the side entirely apart and separate from the business section.

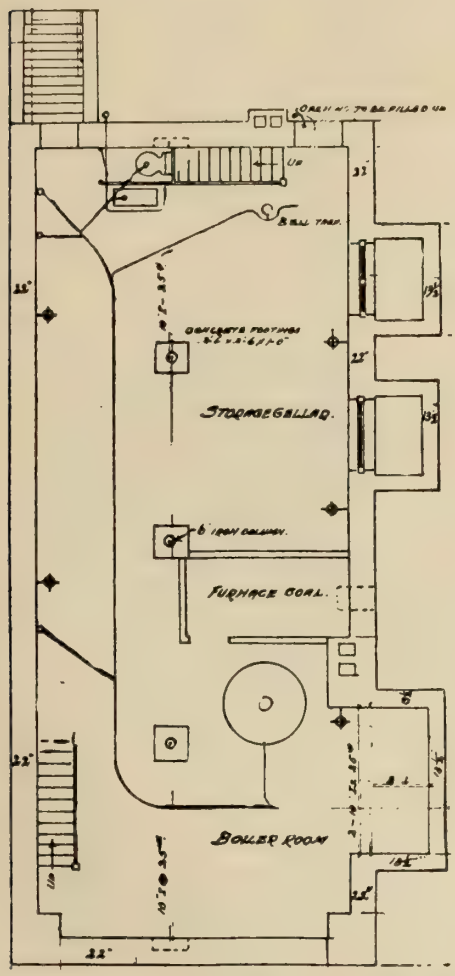
Summary.

Now, after all, the great advantage possessed by this store lies in its location. Erected upon a corner, it has made the best use of the circumstance. Instead of presenting a blank wall to the side street, as is so often the case, it utilizes the thoroughfare for light, for display and for ingress and egress.

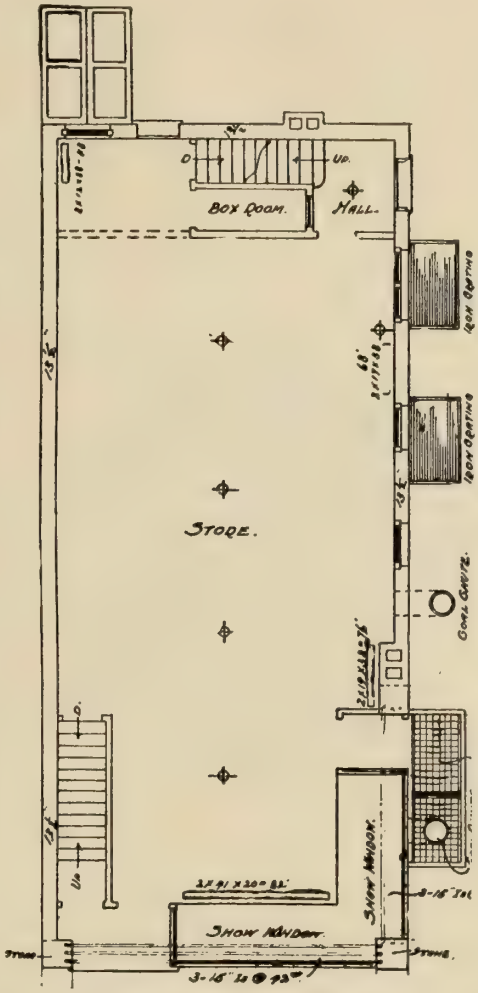
Why is it that merchants seem to fight shy of corner locations? In cities where rents and taxes are high the reason is quite comprehensible, but in towns and villages the difference is usually so slight as to be nearly negligible. Here the choice corner sites are usually occupied by grocery stores or banks. Surely the bookseller and stationer, with his interesting and attractive stock, can as well afford to pay as high rates as the grocer.

The advantage derived from the large corner show window is obvious. In the first place it stands out prominently all by itself and is not overshadowed by the other windows along the street. In the second place it attracts pedestrians on two streets in place of only one.

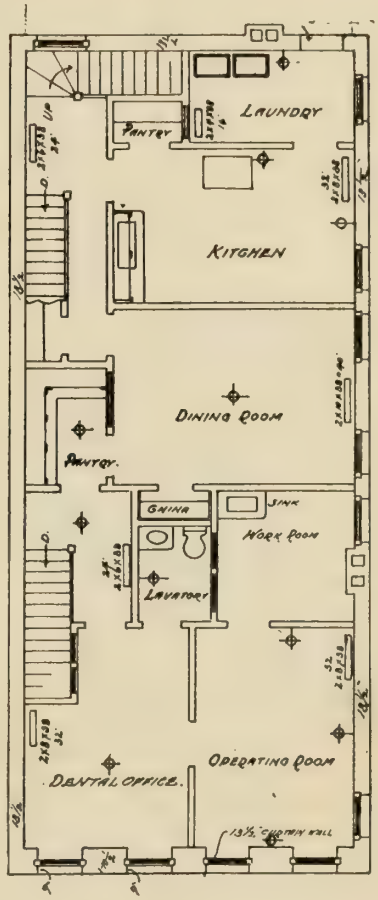
Without proper show windows no store can hope to advance as quickly as it otherwise would. Windows are not everything, but they help more than any one thing because the results of good trimming in good windows are visible to every passer-by and are appreciated and admired by every citizen, whether a customer or not.



No. 3.—Shows Cellar Arrangement, the Latter Half for Storage. Plenty of Light, Ventilation and Drainage.



No. 4.—Shows Main Store with Back Room for Storage.



No. 5.—Shows First Floor Arrangement, with Private Offices, Separate Lavatory, Stairway, etc.

A SCHOOL DICTIONARY.

THE latest addition to the series of Webster's New Standard Dictionaries is the Intermediate School Edition, which Laird & Lee, Chicago, have just issued. The work presents many new features not found in other similar dictionaries, and is designed to serve the needs of all intermediate school grades and the general public, who desire a complete but inexpensive lexicon. It contains 30,000 vocabulary words and over 5,000 synonyms. The markings throughout are very complete and useful. In addition there are six hundred text engravings and numerous encyclopedic features.

SHOW CARD WRITING

BY CRAFTSMAN.

MANY persons with a desire to learn the art of lettering never make the attempt because they are deficient in penmanship, and think it useless to try. Most card writers who with a brush create ideal script letters, write so imperfectly with an ordinary pen that few can with ease decipher it.

"Practice makes perfect." A careful perusal of this department, and frequent trials of the suggestions which will be given, will soon bring results that should prove encouraging to the most untalented.

Utensils.

The best artisans use the fewest tools. We advise the beginner to buy only what is absolutely essential, and advocate the purchase of the best tools. Pointed sable lettering brushes are the kind to buy. With proper care they outlast any three of the cheap kinds, and the work you can do with them will be perfect and clean edged. Buy one each of No. 5, No. 7 and No. 11. Although they are all pointed, they can be manipulated to do all kinds of flat lettering. The handle should not be longer than six inches. Cut off the surplus length, using a pen knife.



Fig. 1.



Fig. 2.



Fig. 3.

This set of brushes, once used for water colors, should never be used for oil colors. A palette knife is the only tool needed for mixing colors, and lettering brushes should never be used for mixing. Some brushes with proper care will last two years, so it is worth while getting the best grades.

Brushes should always be washed out thoroughly in water after using. All surplus moisture should then be squeezed from the brush by gentle pressure, sliding the thumb and forefinger towards the brush point. This will make your brush outlast any three of those carelessly handled. Never allow color to dry on the brush, always wash it out in water. Do this each time you are disturbed, and never allow the brush to stand upright leaning against the hairs, but be sure to rinse it and lay flat on your table.

When using colors that require mixing, the palette knife, which is made of very elastic steel, should be moved quickly from side to side, alternating at times by giving it a rotating motion, all the while giving it a fairly gentle pressure against the flat glass, marble slab, or plate on which the color is being mixed, and occasionally using the edges of the knife for scraping and gathering the paint until it is thoroughly ground and mixed. A palette knife should be about the size of an ordinary table knife, though smaller ones can be used. The trowel-shaped kind is thought to be preferable. A flat cork is sometimes used for this purpose.

Two glasses or cups of water should be provided, one for washing out the color as much as possible, and the other for giving the brush its second clean wash.

Now we want at least two each of the flat Nos. 1, 2, 3 and 4 stub pens. The life of a pen when in constant use is one or two days, although two or three are sometimes necessary for one day's work. Two music pens should also be provided. Music pens have three points, but look exactly like any other pen until one presses down the point, which has two slits instead of one. These pens are used for small script letters, especially when white paint is used, and for "truing" or finishing off various kinds of irregularities or incompleted angles on letters that are written partly with the flat pens or brush. A soft pencil, two ordinary penholders, a few pieces of white chalk, a long ruler, a piece of very soft rubber, called sponge rubber, four thumb tacks, or Moore's push pins, some mucilage, besides any kind of color that may be desired by the learner, and a rag for wiping the palette knife and pens, and another for wiping cards and to use for pasting, as we shall explain later, will complete your outfit.

Show Card Paints—Dry Paint.

Dry paints that are mixed with water and mucilage are used for show cards. There are many kinds, but the learner should at first use only black, though any color may be used. Dry paint can be bought in any paint supply store in small quantities. To prepare it for lettering take a quantity and soak it with alcohol. This "cuts" the paint (loosens it). Now take enough mucilage to thoroughly mix it, by using a palette knife or cork, into a thick mass, gradually adding more mucilage until the paint is as thick as heavy syrup. Then from a water bottle having a cork with a quill through it, or the kind used as a catsup bottle, add a little water at a time, so that the paint does not become too thin. For pen work the ink must be only one-third as thick as for brush work. An ordinary ball of wash bluing, carefully mixed and thinned as described, will answer the purpose for practice, but will not satisfy you as you gain proficiency.

Distemper Colors.

Another paint that is all prepared, excepting that it has no "sizing," i.e., mucilage or glue, and which is also used by fresco painters, is called "distemper." It is sold in glass jars with tin covers, and is already mixed with water, so about one-quarter inch of water should always cover the upper surface to keep it from becoming hard and lumpy. Fresco painters add dissolved glue (for sizing) to these distemper colors to keep them from rubbing off. You can take some paint from the jar and add only mucilage, mixing it thoroughly, and use it on show cards.

Letterine.

The third and positively best show card paint for learners, as well as professionals, is letterine. It is always ready for use, needs only a little water added when too thick, and dries rapidly with a gloss. Professional show card painters and lettering colleges use black letterine, and while we frankly admit that hundreds of other mixtures may be used, nothing can equal it for convenience or effectiveness. Letterine can be had in white and all colors, and can readily be mixed to form any shade or tint. White letterine for grey or black cards "covers" better than any other paint, being solid and opaque. For outlining and for pen work use two parts of letterine mixed with one part of water. After the outline is dry fill in with pure letterine. Two ordinary glass inkstands, with covers, will answer best for this purpose. In green, red, blue, and purple, letterine is of unusual brilliancy, affording an opportunity for color display not readily obtained by the use of ordinary pigments, besides drying more rapidly.

To Fill the Brush.

Students should remember that merely to dip a brush into color is not all that is required before using it for lettering. It is necessary that the color should be properly distributed, and that the centre hairs shall be charged with as much color as the outside. After you dip your brush into the liquid, take a piece of smooth paper or cardboard, then wriggle the brush sidewise, gently drawing it toward you, on one side ; do the same on the other side. Now relieve the brush of any surplus color (according to the work you have to do) by one or two gliding rotating strokes against the paper, and you are ready to write your line any thickness you please. There are no soiled dishes to wash when your work is finished, and if you are using letterine you will save much waste by observing this rule.

All rules are violated, but the writer can vouch for the desirability of following this method, as it not only gives the best results for controlling the shaping of the brush, but prolongs its durability. The brush should be charged with color frequently in the manner described. Do not wait until all the color is freed from the brush. In this way your edge lines will always be even, clean cut, and your brush strokes continuous, making your letters appear more symmetrical and artistic.

Brush Strokes.

Always make your brush strokes continuous. Never make short, choppy strokes. Gliding the brush on its point, with a uniform gentle pressure in one stroke downward, crosswise, slanting either from right to left, or left to right, is the proper movement for outline or script work. Expert writers of script, or complex scroll work, make most letters not disjointed in their composition in continuous strokes.

The most difficult branches of card writing are script letters and scrolls. These should never be used until the rudiments of lettering are thoroughly mastered. An expert scroll writer does his work so rapidly that it is barely possible to realize that he is performing the delicate and intricate task of designing beautiful curves.

For rapid, one-stroke letters the brush is well filled with color, which should flow freely from its extreme point. For flat brush work the strokes are more varied, first using the extreme flat edge of the brush in an almost upright position, and then from one-quarter to one-half of its length. No matter how thin the stroke may be, the entire width of the brush must always touch the card.

Rapidity

In order that you acquire confidence in yourself, and to aid your future efforts, it is advisable to execute work rapidly. Do not be over careful. Start in boldly. It will be somewhat discouraging for you in the beginning to see that your lines are crooked, of varied thickness, and seem almost impossible for you to control the brush. Try often, follow the instructions carefully, watch the original copy and guide lines each time you make an attempt to copy a letter, and you will soon be rewarded for your diligence. Practice makes perfect.

Preparing for Practice.

The first plate of engravings illustrates the fundamental principles of lettering. Whoever masters these brush strokes, executing them quickly and in a manner approaching the precision here indicated, will be able within a few weeks to write show cards of more than commonplace merit.

The learner should provide one sheet of ten-ply cardboard, size 22x28 inches, and ten sheets of any kind of paper ; ordinary manilla wrapping paper of any thickness will do. The card should be fastened to a board or to a table at each corner by using four ordinary carpet tacks, or what is still better, architects' thumb tacks or Moore's push pins. One sheet of your paper should then be fastened in the same manner on the card with thumb tacks, and ruled into squares of 1¼ inches. The original designs from which these engravings are made are drawn in this size, which is desirable for practice. It will be readily noticed that not one of the designs is perfect, either in the spacing or in the thickness of the lines. All of the characters on the first plate were made within ten minutes as a test for rapidity. Show card work is not usually executed with the same exactness as lettering on sign work, which is intended to be permanent, requiring greater care and comparatively much more time for completion.

The First Lesson.

Holding your No. 5 brush in the position indicated in the first engraving, allow its point to touch the paper as lightly as you can, beginning at the top line of figure (A), No. 1. Allow your two lower fingers and the lower side of your hand to rest on the table, first placing a piece of loose paper under your hand to keep the sheet clean and free from perspiration. Keep them in that position without changing until figure (A) is completed.

Now extend your thumb and other two fingers (the second engraving shows the appearance of the other side of the hand) and make the downward stroke, so that by the time you reach the bottom of the square your brush will be almost perpendicular. Then make stroke No. 5, then No. 3 (to get to the centre of the square), and then strokes Nos. 2 and 4. Do not mark anything with pencil. We intend to train our eyes to measure space. For figure (B) the brush is held in the same manner, almost perpendicular all the time. None of the fingers are moved, the hand being moved by movement of the forearm, gliding it gently on the paper from left to right for each line. Make lines 1-7-4, 2 and 3, 5 and 6. Figures (A) and (B) should now be tried by making the lines in rotation. Then make figures (C) and (D), lines in rotation.

In figure (E) the lines are made from right to left downward, keeping the hand in the same fixed position on the table. In figure (F) the lines are made from left to right downward. After you have made these lines as numbered, make them all by beginning at No. 4, and in figure (G) make the lines in the order indicated and in the directions noted by the arrows, but do not move the forearm, making only finger and wrist movements. Figures (H), (I), (J), (K) and (L) are to be made likewise.

The Second Lesson.

Eleven letters in the alphabet have curved lines—B, C, D, G, O, P, Q, R, S, U, &. To write these letters properly one must be able to make a fairly good circle free-hand. To lessen the difficulties of acquiring this knack, first take a lead pencil, with a long, sharp point, and hold it exactly as you would a brush in figure 3, allowing the point to rest very lightly on your card. Now, with a gentle pressure on the outside first joint of your little finger, rotate your arm at the elbow from right to left, going over the same lines constantly, forming a circle about 1½ inches in diameter. Repeat this movement ten times without stopping, trying to keep your circles within a quarter-inch width.

Then begin another circle, trying as nearly as possible to keep your lines closely together. Now repeat the same motion, from left to right. After you have made ten each of such circles to the right and left, take your brush and make the first curved line from right to left, then from left to right. Now make the circle on the chart, stroke 1, (A) to (B), but you should allow your brush to glide past (B) upward, gradually away from the card when you reach the point (B), and should continue the circular motion with the uplifted brush as though you were forming the complete circle without lifting it. The quicker you perform this motion the more perfect will be your circle or semi-circle. The same semi-circle and continuous motions must then be made from left to right, stroke 2, (A) to (B), then raising the brush and completing the circle in the air to (A).

You will now be fully prepared to make a fairly proportioned circle in two strokes, varying the practice by alternating the strokes. Each time you make a new circle, remember that the more perpendicular you hold your brush the more readily and perfect you can make the circle.

The next figure of interlocked circles is to occupy one and a half of two squares on your paper. Make the strokes as indicated by the directions of the arrows and numbers, then reverse the movement as before. The figure adjoining represents two horizontal ellipses, the movements of the brush being the same as for circles.

The next strokes are readily made, and when joined, make the letter "S." After practicing several times, make the letter in one continuous stroke. The next figure represents the top of the number "2," or of an interrogation mark. Beginning at the inner left loop, swing your brush around toward the right, making one continuous stroke. By repeating this stroke and adding the lower stroke to the right we have the figure "2."

The ellipses should now be practiced, making strokes from (A) to the left to (B), and from (A) to the right to (B) ; then reversing the strokes. The two lines should always interlock by continuing the strokes after passing the intersections at (A) and (B) and gradually raising the brush from the paper. Now practice the figure "6," beginning at the top, and make one continuous stroke to the left and finish it.

In the figure "9" the stroke is reversed ; beginning at the lower inner side of the loop, swing the brush down to the left, then around upward and down to the right. Practice these two figures several times and then try the last two spirals in continuous strokes, the first one to the left, the last one to the right.

After you have practiced all of the movements on the first chart at least ten times each with a No. 5 brush, try them all with a No. 7 brush, but rule your paper into two-inch squares. You will now probably be able to make any letter in the following brush stroke alphabets (in next issue) with perfect ease, except the script capitals, which require much practice.

(To be continued.)



STORE CARD WRITING.

THE BEST OF HABITS IS THE HABIT OF CONTINUALLY STRIVING FOR IMPROVEMENT

EXHIBIT OF NEW ATTRACTIONS IN STATIONERY and SCHOOL SUPPLIES

at 64 and 66 Front Street West

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Deed Boxes
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Ink in Glass and Stone, all sizes
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"DOMINION" OFFICE DIARIES FOR 1907

MAPS

NEW MAP OF DOMINION OF CANADA. NEW MAP OF MANITOBA, SASKATCHEWAN AND ALBERTA

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Warehouse:
64 and 66 FRONT STREET WEST

OUR PORTRAIT GALLERY

MISS HATTIE TWEEDIE.

IT is a real pleasure to present to the readers of Bookseller and Stationer a portrait of a lady to whom reference is frequently made in these columns—Miss Hattie Tweedie, of Moncton, N.B. Miss Tweedie is a live bookseller and she makes her personality felt not only within the limits of Moncton but as far west as Toronto. Frequent visits to the wholesale centres, keen interest in the new books of the season, and considerable skill in salesmanship, combined, have tended to make her business a great success.

Miss Tweedie bought the business over which she now presides in 1896, from J.& A. McMillan, of St. John, who had always run a store in Moncton ever since there was such a place. Beginning in a small way, Miss Tweedie has gradually increased the business until to-day she is doing fully four times as much as when she started. Her stock consists of books and stationery, together with fancy goods, china and toys. She has always made a specialty of selling new books, reading them all herself and thus being able to recommend them to customers.



MISS HATTIE TWEEDIE.

LIBRAIRIE BEAUCHEMIN, LIMITED.

FEW firms can boast of business longevity for over half a century and still fewer have made a steady growth during that period. Conservatism usually holds sway and almost imperceptible decay sets in. The story of the business of Librairie Beauchemin, Limited, with headquarters in St. Paul street, Montreal, is one of steady progress and permanent growth with no business difficulties to look back upon. To-day this firm is recognized as one of the largest publishers in Canada, and their ramifications run into all lines of stationery and printing. They have many sole Canadian agencies

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All Canadian Stationers

ARE LOOKING FOR

QUICK SELLERS

AND

MONEY MAKERS

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Tablets, Note and Papeteries

WITH

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WILL PLEASE YOU

WE CARRY A

Full Line of Staples

POST CARDS ARE NOT DEAD

Our repeat orders are surprising us.

We are always looking for NEW LINES to supply your wants. Our samples will prove our endeavors.

McFarlane, Son & Hodgson

Importing and Manufacturing Stationers

MONTREAL

P.S.—Write us to-day for samples and quotations on POST CARDS. It will pay you.

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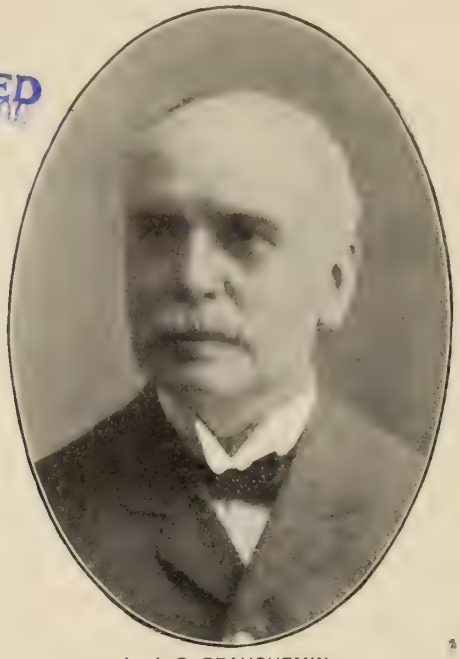
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TO MANUFACTURING STATIONERS.–

There is absolutely no better way to bring your complete lines to the attention of several thousand stationers and specialty dealers from all parts of the States and Canada than by exhibiting at this Show. We have several very choice spaces still open and it is to your interest to write TO-DAY and make reservation, as spaces are going very rapidly.

for well known stationery specialties and conduct an important retail book store in Notre Dame street. Their printing business is a separate institution and its size may be guaged by the fact that the pay roll runs con-

RETURNED
AUG 29 1906



L. J. O. BEAUCHEMIN.

siderably over $1,000 per week. Throughout the Province of Quebec and New England States this firm practically does the largest share of business in many lines, while in the English trade they show a gratifying increase from firms desiring French publications, their numerous religious articles of a useful nature and their many specialties in stationery.

Established away back in 1842 by C. O. Beauchemin, the father of the present president, the firm has made extraordinary strides, especially during the last twenty

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E. ROBY.

years. Five years ago the firm was incorporated as a limited company, with L. J. O. Beauchemin as president; Emilien Daoust, vice-president; Etienne Roby, secretary. Two years ago the firm acquired a controlling interest in the book firm of Cadieux & Derome, and have increased the stock immeasurably under the management of Mr. Roby.

As publishers of French books of a scientific and popular nature, as well as theatre plays, they stand unrivalled in America. The People's Almanac, one of their yearly publications, has a circulation of 80,000, which gives some idea of the extensive field of French publications. As French school book publishers they have an enviable reputation and their lines of prayer books are practically endless. A departure with this firm which has been a decided success is the manufacture of a splendid loose leaf system.

Their business has shown a decided expansion in publishing lines, so much so that they practically control the trade, but in stationery even a larger increase is noted. In the Province of Quebec their water marks on paper are inquired for to a large extent, and their artistic range of scribbling books is always a favorite. They are special agents for such lines as Antoine's ink,

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AUG 29 1906



EMILIEN DAOUST.

and are proprietors of the popular Sir Wilfrid Laurier pen.

The president, C. O. Beauchemin, entered the firm in 1872, and has made a close study of every side of the business. At present he confines his activities to the printing end of the business, as well as looking after all matters of finance.

Mr. E. Daoust, the vice-president, has a connection with the firm dating from 1881, and has likewise seen service in all departments. He is now the manager of the wholesale departments in St. Paul street, and looks after all lines of stationery. The growth of the business is due in a large measure to his progressive methods.

The bookstore in Notre Dame street is presided over by Mr. E. Roby, the secretary-treasurer, and considering the field available great strides have been made in the business. He first entered the firm in 1871, a few months previous to Mr. Beauchemin. He displayed the same energy as an office boy and assistant bookkeeper as is shown to-day in the conduct of the bookstore. Mr. Roby was for some time head bookkeeper for the firm and when the business of Cadieux & Derome was acquired was made manager.

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MONTREAL



THE CANADIAN BRANCH, at the above address, is now fully equipped with samples of our various lines of publications. Several new collections never before shown in the Dominion, and especially designed to meet the requirements of the *Canadian Trade,* are here exhibited. These embrace *Post Card Albums, Stove Screens, Flower Pot Covers,* etc., etc.

ESPECIALLY at this time do we direct your attention to

TUCK'S VALENTINES

for 1907. These range in price from 75 cents per gross to $9 00 per dozen (net prices) and their Novel, Artistic and Attractive Features ensure for them a wide market and a ready sale, while the *Valentine Post Cards* are replete with new conceptions, sentimental and comic, grave and gay.

ORDERS FOR SAMPLE PACKETS OF
$5.00, $10.00 AND $25.00
RECEIVE THE MOST CAREFUL ATTENTION.

CORRESPONDENCE RESPECTFULLY SOLICITED.
CATALOGUES AND PRICE LISTS MAILED PROMPTLY UPON APPLICATION.

Write for particulars of our

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and Fancy Goods Review.

Published promptly on the second Wednesday of every month.

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PROPER CASH DISCOUNTS.

INNUMERABLE savings and better business methods resulting from merchants always endeavoring to take cash discounts, even borrowing from a bank where feasible, have been pointed out many times in these columns, but the resulting impositions manufacturers have to put up with have not received requisite attention. Cash discounts often pay the entire running expenses of a business, and retailers not able to take advantage of them are undoubtedly handicapped. Manufacturers and jobbers have extended this privilege for the sake of working cash which all need, but are loathe to allow discounts after the proper period for saving the discount has expired. It seems hardly creditable that there are a few merchants who coolly take advantage of the discount in paying their bill after say 30 or 60 days, when the discount period was say 15 days. Every firm can supply a lengthy list of firms taking discounts wrongfully and the misunderstandings which have ensued in trying to clear up the matter. The stationery trade is no exception to other lines, and manufacturers and jobbers have sometimes been forced, through lear of losing an account, to submit to such breaches of business honesty. Now-a-days slickness or any means to avoid and not get caught is sometimes regarded as legitimate, but merchants who habitually follow the plan of taking extra time, and still when paying bills deducting discounts, will eventually suffer.

This matter has gone so far in some lines that the result has been the abandoning of cash discounts, thus making the good merchant suffer as well as the unscrupulous neighbor. In some sections of the grocery trade the usual 2 per cent. 10 days, or net 30 days, has been made to read 30 days net with no possible chance of a discount. Cash discounts, while useful to the jobber, proved altogether too troublesome in the way of needless correspondence in explaining why a discount could not be allowed when the proper period had passed and frequently the club was held over the jobber's head, that his competitor would not hesitate to allow the discount. The old logical result was co-operation on the part of jobbers to stop all discounts.

Such steps have not been attempted in the stationery trade, but a note of warning is sounded to merchants who have been in the practice of abusing manufacturers' and jobbers' rights. One manufacturing firm has lately adopted a fair plan of refusing cash discounts to firms who have been in the habit of remitting, deducting a discount after the proper time has elapsed. Such firms are written that in future all their bills will be rendered 30 days net, as they evidently did not appreciate the advantage of a cash discount. In this way every firm is placed on the same basis and favoritism is strictly avoided, as would be the case if the house were weak-kneed enough to accept the remittance less the discount after the discount period had gone by. As yet this firm has not had to write many retailers to the effect of the above statement and it is trusted merchants will in future take advantage of cash discounts within the proper time.

An instance of a well-known European firm which gives no cash discounts well illustrates the results which ensue from continued troubles with retailers on this score. This house offers liberal terms but in no case holds out the allurements of cash discounts no matter how strong the firm or how important the order. Manufacturers do not as a rule spend money before it is earned, and when payments are met promptly and cash discounts taken retailers may rest assured of better co-operation from firms who have adopted the policy of making their lines known to consumers.

THE SHIPPER'S RESPONSIBILITY.

WE have been requested to repeat our remarks of some months ago on the subject of the shipper's responsibility. When a shipper has made a shipment by freight, ex warehouse, or f.o.b., at point of shipment, and has received the transportation company's receipt therefor, his responsibility for the safe delivery of the goods ends. This is a fact of which the consignee is apparently oblivious, or else he forgot it. The moment any hitch occurs, he immediately holds the shipper responsible, and appeals to him. As a result, shippers are inundated with requests and demands which should by rights be addressed to the transportation companies.

Of course, the wholesale houses must in self-defence, take up these claims and fight them out with the railway companies in the interests of their customers. But

very often much annoyance and loss of time would be saved were the purchaser of the goods to make application to the transportation company at receiving point.

As an assistance to purchasers, shippers might do well to consider the following suggestion. In sending out invoices of goods shipped, include a copy of the bill of lading, showing the date of shipment, and full particulars. The consignee, receiving such a document, has in his hand full evidence that the transportation company has the goods, and he knows just how long they have been in transit. He need not, therefore, unnecessarily accuse the shipper of delaying shipment, or hold him responsible for the non-delivery of the goods.

At the bottom of all the trouble, lies the carelessness of the railway companies. They are responsible for the delays and accidents which may befall shipments, and until they improve their methods and strive to accommodate their patrons better, the trouble will continue. Still, the consignees of goods, would relieve shippers very considerably if they would bundle cases of delay or loss themselves.

APATHY TOWARDS ASSOCIATIONS

RETAIL merchants' associations seem to have a brief existence as live organizations, even in the majority of places where one would think that plenty of scope for useful work could not be lacking. Between merchants everywhere the competitive spirit runs, at times high and sharp, but that belongs to the province of individual business interests. It should not be allowed to interfere with consultation on questions of common import which call for collective action. Broad business men should be able to throw aside any petty feelings that may arise in the ordinary course of trading and get together when something may be accomplished for the general good.

For the promotion of the best possible sentiment among retailers unanimous support of an association founded on standard lines has certainly substantial merit, and it is a pity that apathy should have been allowed to displace the interest and enthusiasm with which it should naturally be invested.

STARTING OUT WELL.

BOOKSELLER AND STATIONER is empowered by the secretary of the recently appointed Commission on Text Books for the Province of Ontario, to state that the commission is desirous of meeting all booksellers who have any grievances in regard to the text book question. The name and address of the secretary is A. C. Casselman, Education Department, Toronto, to whom all communications asking for a hearing should be addressed.

It is, of course, necessary and right that the claims of the booksellers should be given an early hearing. We can only regret that there is no efficient organization of booksellers to prepare and present a comprehensive statement of the question. In the present disunited condition of the trade it is doubtful if the case will be properly handled. Surely at a time like this there can be no dealer who would deny the value of a good organization with capable officers.

CHINA BUYS SCHOOL SUPPLIES.

RAPIDLY increasing demand for school supplies and laboratory apparatus comes from China. A few years ago the foreign missionary schools were practically the only institutions in the country offering facilities for the acquisition of western learning. In the City of Foochow alone there are now at least 30 native schools fashioned after the foreign model and containing about 2,000 students. By poster advertising the public are advised of the opening of these schools.

All China is at present clamoring for western knowledge. They are not to be satisfied with books alone, but must have the apparatus with which modern school laboratories are equipped. They want gymnasium supplies, military school supplies, scientific apparatus, and even modern musical instruments; in short, they want all that goes toward making a modern school. At present they prefer the cheaper and less substantial sort of materials, for they want considerable for their money, and, until they have learned to distinguish between the different degrees of serviceability of the various grades of materials, they will content themselves with the poorer and cheaper grades.

The Japanese are meeting the Chinese demands in an admirable manner and the schools are being filled with cheap Japanese-made maps, charts, and apparatus of all sorts well adapted to the present experimental stage in the adoption of modern educational methods in China.

UNAPPRECIATED PRIVILEGES.

WHEN efforts are made to remedy abuses it seems most unfortunate that they should not be appreciated. Recently we referred to the action of a certain publishing house in adopting a beneficial policy of selling through the trade only. All orders for books coming through irregular channels were referred to the local dealers. A few expressed their appreciation but the great mass of booksellers have accepted the concession without so much as a thank you.

There may be, and possibly there are, extenuating circumstances. Booksellers are busy men and when their day's work is over they have little inclination to write any but the most pressing letters. They may have gratitude in their hearts but they may not have time to express it in writing.

Still we deprecate this silence on the part of the dealer, for the reason that there is being made no apparent return for the favors shown. The real thanks, after all, is shown by actions and not words. Are the booksellers making use of the advantage offered them to recover some of their pristine power? We fear they are not and we are sorry for it. The result will be an inevitable and sudden return to former conditions. No publishing house is going to thrust unappreciated favors on the booksellers of Canada.

BOOK AND STATIONERY TRADE IN HALIFAX.

(Continued from page 19.)

Provinces. He carries a fine line of stationery and house and office desk requisites, novelties, books, etc., and is sharing in the trade.

B. A. Book and Tract Society.

The part of the work of the British American Book and Tract Society, which is most wide spread and beneficient, is that of carrying on by colportage the tidings of the gospel to quarters that might otherwise have none such, or at least but a limited supply. The society was instituted in 1867, and the depository building is at No. 115 Granville street. Efforts are given to the putting into circulation of bibles, religious books and tracts. Contributions are solicited for the purpose, and in some instances the same people contribute to the support of this society and also to other of the branches of the British and Foreign Bible Society. It aims at the circulation throughout the Sea Provinces of Canada and throughout Newfoundland of the best books and publications. Last year the receipts from all sources, including balance from 1904, were $20,738.01 and the expenditure $20,668.67, leaving a balance of $69.34. During the past year $1,575 worth of the society's publications were distributed free of charge, of which $720 worth were granted in response to applications from clergymen, missionaries, associations, etc. The society employed 14 colporteurs last year and they sold $7,586,-77 worth and distributed $854.15 worth free of charge. In all they visited 22,692 families. The total donations received was $4,779.58. During the year two legacies of $500 each were received. A summary of colportage during the thirty-eight years shows 788,651 miles traveled; $371,120.24 in sales; 32,940 meetings addressed, and 114,-361 visits made. The total receipts, including donations, during thirty eight years were $928,792.90, of which $510,763.75 was paid for publications; $183,676.73 for colportage;$35,024.85 for duty; $34,452.26 for store expenses; $15,944.95 for postage; $10,347.21 for freight; $13,793.77 for advertising and printing; $2,569.35 for insurance; $115,043.72 for traveling expenses; $7,006.55 for building fund, and $100 refunded loan. In order to promote to the highest degree the objects of the society the officers and directors are elected from different denominations.

A CHOICE EXHIBIT.

BY the time these words are in type the third annual exhibition of the International Printing, Stationery and Allied Trades, at Islington, will be closed, and it is agreed by all that the exhibition this year is in every way an advance upon those of previous years. On all sides the visitors noticed familiar names of manufacturers displayed over their tasty exhibits, some of them being exceptionally artistic.



DAVIDSON BROS'. EXHIBIT.

At the very entrance to the hall one felt himself under the influence of Davidson Bros., of Basterfield street, who extended a welcome in the form of two large posters with huge Tom Browne original drawings displayed in such a way as to attract the attention of even the "man in the street" who had no intention of visiting the exhibition.

It was only to be expected on reaching the main hall that one would find that Davidson Bros. had surrounded their exhibit of cards, calendars, etc., with a stand of more than usual attractiveness and beauty. As will be seen from the accompanying photograph, it was most tastefully arranged in a prominent position on the ground floor, and the way in which it attracted the attention of visitors must have been very flattering to those who planned its details. The stand was arranged without roof or canopy, the platform work being a rich green, while the lattice work and columns were of ivory

UNDERWOOD'S WRITING INKS



QUALITY
PERMANENCE



Everlasting Bank

(BLUE BLACK)

Extra Copying

Red Steel Pen

Muscilage

Paste

We have manufactured in Canada for 25 years, and the demand has increased each year. This is our recommendation for quality and permanency.

JOHN UNDERWOOD & CO.

90 RICHMOND ST. EAST, TORONTO

white picked out with gold and liberally festooned with flowers and foliage. A profusion of tall palms on elevated pedestals added a finishing touch of gracefulness and beauty. The only covered portion of the exhibit was the kiosk surmounted by a handsome figure in bronze. This little room was tastefully carpeted and furnished, and was used as a private reception room.

Although the exhibit was very diversified, a noticeable and very attractive feature was that of the Tom Browne reproductions and post cards. The name of this humorous and popular draftsman is closely associated with Marlborough House, the home of the Davidson products, and it was, perhaps, not surprising that a large portrait is oils of this clever artist humorist was hung in the place of honor over the main gateway to the exhibit. Samples of all kinds of post cards and Christmas cards were very tastefully displayed, the more delicate ones being carefully kept under glass. Here and there groups of pictures, all in one style, were framed and hung together, thereby giving the visitor an excellent idea of the effect of that particular style of work. There were also beautiful specimens of the hand-colored, six-penny panel post cards of actresses and beauties, and whether framed or not, they at once commanded attention and compelled admiration. The post cards were exhibited in revolving racks, one being filled entirely with Tom Browne cards, while another would have the reproductions of Professor Van Heir's characteristic oils.

The display was in charge of Mr. Davidson, who, with his assistants, welcomed and entertained his visitors most pleasantly. Such a choice exhibit must have produced a very favorable impression upon the minds of all who visited the exhibition, whether in the trade or not.

HARDTMUTH'S CANADIAN BUSINESS.

A LETTER has been issued to the Canadian trade by the New York office of L. & C. Hardtmuth, a copy of which was handed to Bookseller and Stationer's representative by a Montreal stationer. The letter reads as follows :

"In view of the many difficulties with which all manufacturers and also jobbers have to contend in doing business in the various provinces of Canada, we have concluded that our interests demand that a large and well assorted stock of our goods shall be carried in Canada, so that all dealers, whether they be direct importers from England or buyers from existing jobbers, can at all times obtain our goods at proper prices.

"Our interests abroad are very closely allied with the L. E. Waterman Co., and on this account the L. E. Waterman Co., of Canada, Limited, have agreed to carry a complete assortment of our goods, which they will in turn supply to the Canadian trade at proper prices according to the quantity purchased at one time.

"To protect our interests and likewise the interests of all our importing customers, and to keep our Canadian terms uniform with our terms to the United States and other countries, we have decided not to accept importation orders in future from any source for quantities less than 50 gross of Koh-i-noor pencils or 100 gross of Mephisto copying pencils. Orders for these quantities for direct import may be sent direct to us as formerly or through the L. E. Waterman Co. of Canada, as you may prefer, and in case you should run short of stock at any time when it is not convenient to place an importation order, we have arranged with the L. E. Waterman Co. to supply dealers importing in the above named quantities from their stock, irrespective of quantity, at 10 per cent. advance over the laid down cost.

"We feel sure you will appreciate the convenience of this arrangement, as it will enable you to fill all orders you may receive from your customers, even though your stock may be temporarily short. We shall look to the L. E. Waterman Co. to distribute our advertising matter and to see that our prices to the trade and consumers are maintained, and this assistance will undoubtedly materially aid you."

HANDY MACHINERY FOR STATIONERS.

M. D. KNOWLTON CO., Rochester, N.Y., U.S.A., are showing on another page machines which ought to be of great interest to all stationers and others who have occasion to use gummed or paraffine paper, put on labels, seal packages, or cut cards or paper into strips either from the sheet or roll.

The sheet gumming machine places hot or cold gum on labels, etc., of any size paper or material. It is supplied with an endless canvas belt 90 feet long, and as the sheets are gummed they are delivered to the belt gummed side up. The girls pick the sheets or labels off the belt and place them on the articles to be labeled or covered.

The package sealer or binder is made small, is light to handle and can be placed on bench or table. The roll of binding or sealing material is placed on the reel and is gummed as it passes over the gumming roll, and when the right length is placed round the package it is cut off by the knife. This machine is also used without the knife or package form, and when so used the sealing or binding material is broken off by hand at the edge or corner of the package. This little machine is a great labor saver.

Their Paraffine Machine is the only machine that will apply a coating of paraffine or other material economically. Others put on a thick coating, while with its adjustment a very thin coating can be placed on any kind of stock. Many stationers are using this machine to coat their own paper for confectioners and other users.

The Rotary card and paper cutter is used to cut paper or card into small widths or strips, and stock in the roll as well as sheets can be cut. Where the rolls of paper card are used, the machine is furnished with mandrels for re-winding the cut stock into rolls.

This company also makes other machines used in the manufacture of paper boxes, as well as a large line of paper, board and sheet fabric scorers and cutters.

ARTISTIC NOVELTIES.

FOR a general line of artistic novelties for the fine trade, the showing made by N. S. Day, designer and manufacturer, 68 Bridge street, Springfield, Mass., would be hard to surpass. The line of novelties is so extensive that it would be possible to supply three different departments of a store like Wanamaker's without duplicating.

The leather line consists of desk sets, book covers, opera and shopping bags, pillows, etc., all special designs. In some antique Chinese embroidery is introduced and in others an imported peacock-design brocade.

Mr. Day also shows a hand-painted linen line, similar to the leather but less expensive.

Many excellent and attractive paper articles make up another division. These embrace match scratchers, calendars, desk blotters, framed mottoes, etc.

The hand-painted goods on linen, silk and paper, are of a superior order. Each article is carefully packed in tissue, in white boxes.

THE

ART ANNUAL 1906

Christmas Number of the 'Art Journal' will be devoted to the Life and Work of the famous Landscape Painter

SIR E. A. WATERLOW, R.A.

5 Full-page Coloured Plates and Etching and many Illustrations in the Text.

Price 2s. 6d. net; or cloth gilt, gilt edges, 5s. net.

READY WITH THE NOVEMBER MAGAZINES, ORDER EARLY.

1906

The "Art Journal" has been issued continously since 1839.

At no period of its unparalleled career have expressions of satisfaction been so spirited as during recentyears.

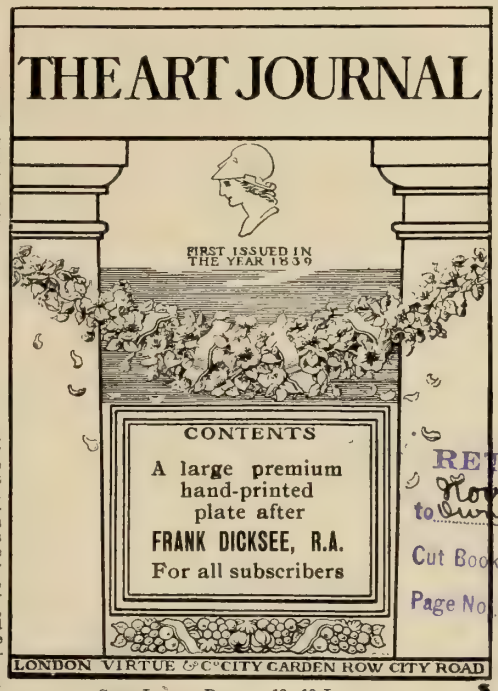
MONTHLY

1\6

NET.

'Painting and drawing are by no means the only forms of art dealt with; to all those who concern themselves with the arts which make the human dwelling-place beautiful, such as architecture, metal-work, carpentry, and embroidery, the Journal will appeal.'

TIMES, 1905.



SIZE LARGE ROYAL—13×10 INCHES.

Two Full-Page Etchings, Photogravures, or Colour Reproductions EVERY MONTH

The Illustrations, particularly the Plates, which appeared in the 'Art Journal,' are specially attractive, and for quality and profusion combined they are distinguished from those in all other periodicals.

PROFUSELY ILLUSTRATED TEXT.

Painting. Sculpture Architecture
Handicrafts. Industrial Arts.

APPLY FOR ILLUSTRATED PROSPECTUS BY POST.

LONDON, ENGLAND

VIRTUE & CO., 7 CITY GARDEN ROW, CITY ROAD,

AND THROUGH ALL BOOKSELLERS.

THE ONE GREAT STANDARD AUTHORITY



WEBSTER'S INTERNATIONAL DICTIONARY

NEEDED IN EVERY HOME, SCHOOL AND OFFICE

It is Reliable, Useful, Attractive, Lasting, Up-to-date, and Authoritative. 2,380 Page, 5,000 Illustrations. Recently added: 25,000 New Words, New Gazetteer and New Biographical Dictionary. Editor-in-Chief W. T. HARRIS, Ph.D., LL.D., United States Commissioner of Education. Highest Awards at theSt. Louis and Portland Expositions.

WEBSTER'S COLLEGIATE DICTIONARY—The largest of our abridgments. Regular editon, size 7x10x2⅝ in. Thin Paper Edition, size 5¾x8⅝x1½ in., printed from same plates, on bible paper. Uusurpassed for elegance and convenience. 1116 pages and 1400 illustrations.

Write for circulars with your imprint, FREE.

G. & C. MERRIAM CO., SPRINGFIELD, MASS., U. S. A.

GET THE BEST.

RETURNED Nov 24/06
to Subn
Cut Book No. 87
Page No. 95
a.p.w.

The . . . . Information You Want is the . . . Information we Supply

ALL the news is in the newspapers, but of course you haven't the time to read all the newspapers and therefore cannot get all the news.

We have the time to read every Canadian sheet, because we make a specialty of clipping news items from Canadian papers.

No matter what kind of news you want, just write us, giving particulars, and we shall send you specimen clippings with all information regarding rates, etc.

The Canadian Press Clipping Bureau

10 Front Street East - TORONTO

232 McGILL STREET
MONTREAL

511 UNION BANK BLDG.
WINNIPEG

N. S. DAY

DESIGNER AND MANUFACTURER OF ARTISTIC NOVELTIES

NEW YORK SPRINGFIELD, MASS.

ESTABLISHED 1887

NEW YORK, Aug. 10th, 1906.

GENTLEMEN,—Our line of exclusive novelties for the season of 1906-7 is now complete, and ready for inspection at our New York salesroom. You are cordially invited to call and consider the merits and attractiveness of these goods. They represent many new ideas and new materials, the result of personal search the past year in European centres of trade and art. This line is particularly adapted to the Art, Stationary and Book Trade. Your early inspection of our line of samples is respectfully solicited. If you cannot visit us let us hear from you.

Bank of Metropolis Building,
31 Union Square, West, Room 1503.

Yours truly,

N. S. DAY.

Booksellers and Stationers

will find it to their advantage to give

THE BUSY MAN'S MAGAZINE

a prominent place in their stores and to call the attention of their patrons to it. Those who examine the magazine invariably become regular readers so that there is no difficulty in building up a permanent trade.

Send us the names of any of your customers whom you wish to receive sample copies.

THE BUSY MAN'S MAGAZINE

MONTREAL ***TORONTO*** ***WINNIPEG***

TRADE R MARK

C. F. Rumpp & Sons

Established 1850

MANUFACTURERS OF

FINE LEATHER GOODS



Bridge Whist Sets

WRITING CASES, HAND BAGS, MUSIC ROLLS,
PHOTO FRAMES, CIGAR CASES, POCKET FLASKS, etc., etc.

PHILADELPHIA, U.S.A.

New York Salesroom : - - - 683 and 685 Broadway



Collar Rolls

YEARS OF EXPERIENCE

in catering to the most exclusive trade enables us to give our customers an exceptionally strong line, including a large variety of handsome papers in ream goods, wedding invitations, cards with envelopes matching, a large variety of staple and novelty papeteries, also tablets and everything required by a first-class stationer.

Write for samples of our celebrated fabric finished papers, Highland Linen, Berkshire Linen Fabric and Twotone Linen in the latest sizes.

EATON-HURLBUT PAPER CO.,
Pittsfield, Mass.

THE NORTHERN MILLS PULP & PAPER COMPANY

Mills at St. Adele, P.Q.

Manufacturers of fine

PRINTING, LITHOGRAPHIC AND WRITING PAPERS

Provincial Bond, White and Tints, kept in stock in the following sizes and weights:

17 x 28—20, 24 and 28 lbs.
17 x 22—14, 16, 18, 20 and 24 lbs.
19 x 24—20 lbs.

Provincial Bond, Azure:

17 x 28—28, 32 and 36 lbs.
21 x 32—56 lbs.
23 x 36—72 lbs.

Adelia, Fine White Wove, Double Cap and Folio.

Northern Mills White Laid, Double Cap and Folio.

WRITE FOR SAMPLES

Montreal Warehouse and Office: No. 278 ST. PAUL STREET

DOLLS— DOLLS— DOLLS

Our stock of Dolls is complete for selections for the Autumn and Christmas trade.

We recommend that you place your orders early. We have some exceptionally smart and tidy lines, as well as the more showy sort.

You will find we have excelled past efforts this season in the beautifully dainty conceits exhibited in this department.

We are able to take care of your toy orders to your entire satisfaction as well as your general line.

EXHIBITION BUYERS

WILL BE WELCOMED

A visit to our improved warerooms will be **appreciated** and at the same time **profitable** to you—

We are handy to the station and boats and will be glad to have you make a convenience of us.

SCHOOL SUGGESTIONS

Rubber Tipped Pencils to retail from 1c. up. Specially good value.
Pen Holders and Pencils in assortment boxes. Specially suited for counter use to retail 5c. each.
Pencil Boxes plain, varnished and painted in a variety of styles.
Pen Points, 1 doz. assorted in a box, ¼ gross in a carton, to retail at 5c. box.
Ridout 3 Color Paints.
Black Board Erasers.
Johann Fabers Rubber Erasers, retail, 1c., 2c., 3c. each.
School Bags Checked Canvas, assorted patterns for girls and boys, to retail, 25c., 35c., 50c.
Sheepskin Bags, all sizes.

The SUTCLIFFE-EDMISON CO., Limited

SUCCESSORS TO

THE KELK-SUTCLIFFE CO.

46 YORK ST., Below King, - TORONTO

The "UNION JACK" Series

(Made in England)



of Christmas Cards, Calendars, Private Greeting Cards

and Fancy Stationery Novelties.

has a reputation in England second to none.

This Season's Collection exceeds 500 absolutely new designs.

Every card is of English Design and manufactured by us here, our equipment being the most complete and up-to-date.

We invite correspondence from Canadian wholesale houses or agents.

G. DELGADO Ld., 55 East Road, City Road, **London, England**

Established 1887

FRAMED PICTURES.

ON this page are illustrated a few of the framed pictures manufactured by the Taber Prang Art Company, Springfield, Mass. They give a slight idea of the quality of goods produced by this firm. The variety is immense and no dealer should experience any difficulty in picking out a salable stock.

Rex, the handsome dog picture, measures 11x14, and



is framed in 1½-inch basswood, stained ebony with brass tablet bearing the name.

Skola's "Madonna" is in an oval frame of gold bronze with burnished ornaments. It measures 13x16 inches.

"Christ in the Temple" is a colored print, framed in 2½-inch oak, stained brown, with gilt lining and gold oxidized letters.

"No Monkeying" is a novelty frame, decorated with fine cards and chips and with a brass chain to hang. It is of oak veneer stained grey.

A GROWING CONCERN IN YARMOUTH.

STARTING in February, 1897, the business of R. H. Davis & Co., Yarmouth, N.S., has grown to considerable proportions during its nine and one-half years of existence. The business was established by Messrs. R. H. and D. L. Davies, whose mercantile careers may be said to have started with the venture. The plan was to supply the country stores of that part



of Nova Scotia with wrapping paper, paper bags, twine, etc., and also school supplies and stationery. A few years later, as the business grew, a job printing plant was added, succeeded a little later by the addition of a Hickock ruling machine. The firm then began the manufacture of writing tablets, draft, note and receipt books. The jobbing business has kept pace with the development of the manufacturing end. The firm now occupies a building with a floor space of over 5,000 square feet and gives employment to nine hands the year round, with several extra ones during the busy season.

The retail store of R. H. Davis & Co. is situated on



a corner site, with a large double show window facing on the Main street. This not only admits of the making of excellent displays but gives the passer-by a view of the entire store, which is well fitted up with fixtures, counters and display stands.

THE ART JOURNAL.

THE Art Journal, a handsome publication, issued monthly by Virtue & Co., 7 City Garden Row, City Road, London, England, contains intelligence concerning every topic connected with art that can inform the artist, the amateur, the student, the manufacturer, the artisan and the public in general. The illustrations, of which a large number appear each month, are specially attractive, many lines being colored plates



of considerable value. To all subscribers to the Art Journal during 1906, who pay an extra two shillings, will be given a beautiful hand-painted impression of "The Magic Chrystal," by Frank Dicksee, R.A., measuring 22 x 13 inches.

"WATSON-FOSTER"

WALL  PAPERS

AT REALLY FLAT PRICES

TO MAKE UP THE DIFFERENCE IN LOSS WE RELY ON LARGELY INCREASED BUSINESS, MEANING

GREATLY INCREASED RUNS REDUCING PRODUCTION COST

ENABLING US TO OFFER A CLASS OF PATTERNS AND COLORINGS —FORMERLY HIGH-GRADED—AT FIGURES WHICH MEAN ALL SORTS OF PROFIT TO THE DEALER.

THIS IS OUR POLICY, AND WE ARE MORE THAN SATISFIED WITH IT SO FAR.

IT IS AN OPPORTUNITY TO YOU.

TAKE ADVANTAGE OF IT

OUR MEN ARE GOING YOUR WAY.

THE WATSON-FOSTER CO., LTD
MONTREAL

Wall Paper

Heavy Orders Booked for Many New Designs—Novelties in Canadian Lines.

FROM reports received from travelers now on the road it would appear that this will be an excellent season all round. Trade in the west seems to be particularly active, and orders received from towns out there have been most satisfactory. Business from the Maritime Provinces is also brisk.

Beautiful Lines Offered This Season.

This year the wall paper houses have turned out a range of beautiful designs, such as, a few years ago, would have been considered impossible of execution. One of them has produced an exceptionally pretty piece of work, easily one of the finest yet attempted in Canada. It is a scenic frieze, depicting the Three Sister Mountains in British Columbia. The width of the roll is twenty-one inches. No less than twelve colors enter into the composition. The design is wonderfully striking and realistic in appearance.

This is but another instance of improvement in the Canadian wall paper industry. The quality now produced is well worthy to compete with the best imported lines. Canadian wall paper industry. The quality now produced is well worthy to compete with the best imported lines. One has but to look at the samples shown to see the truth of this statement. German lines, always considered so much superior, have been copied in such a manner as to enable the merchant to offer his customers Canadian goods, knowing that in doing so he is giving values just as good as those obtained in German offerings.

Push Canadian Goods.

This is a matter which should be taken up by the general trade. Canadian manufacturers are doing their utmost to turn out such a class of goods as will leave no room for complaint as to quality and beauty of designs. Every year they are taking greater pains to obtain the best designs on the market, and their productions are thoroughly creditable. To maintain steady progress the manufacturer must have the help and backing of the retail trade.

CHOOSING WALL PAPER.

TO select a suitable wall paper is to many persons a most perplexing ordeal, and it is only natural that they should expect their decorator to help them with practical advice. The decorator should, therefore, have some knowledge of the merits and demerits of the various wall papers in general use.

When a customer has definitely decided the color, style, texture, and approximate price of the paper to be chosen, the selecting of it becomes a fairly simple matter. To reach a decision on these four points should be comparatively easy, if the suggestions here given are remembered and acted upon.

The color will depend on the individual taste of the customer, and also on the tints used in the hangings and furniture existing already in the room. But it is well to recollect that yellow is the most permanent and blue the most fugitive of colors. Vivid red is the most exciting, green the most restful. Red gives the cosiest effect. Dark tones appear to contract a room; light colors, on the contrary, give apparent size.

Green being a mixture of blue and yellow (and blue being very fugitive), there is a tendency for greens, when fading, to assume a yellowish tone.

Beyond these simple rules, a person of ordinary common sense should not require much help on this point.

The next thing to consider is the best style to employ. Plain papers are pleasing and restful in effect, and cannot be improved upon as a background for pictures. They are, however, very easily spoilt, the least stain or scratch showing up on them with exaggerated distinctness. For this reason they are unsuitable for nurseries, staircases, bathroom, kitchen, and rooms subjected to much wear. For a picture gallery, studio or study, they are excellent.



RETURNED
AUG 1 F 1906

No. 1757.
A Popular Floral Stripe. Manufactured by Stauntons Limited, Toronto.

Great care must be taken when hanging them, otherwise the joints will be painfully visible. In the event of a customer having a preference for plain paper, but hesitating as to its utility, it is well to suggest as a good alternative a plain stripe or a small spot pattern in self colors, such as a fleur de lis, wreath, etc. A large design does not of necessity dwarf a room if the shades in the pattern do not form any strong contrasts.

A stripe of medium width gives height, but avoid broad stripes in small rooms, as they may seem to contract them.

Many people are attracted by anything grotesque and startling, but such designs soon become wearisome and irritating to the nerves, and during an illness prove intolerable.

Where a room is furnished in the style of any particular period, it is, of course, desirable to choose a paper in keeping with that period. But the customer must not expect to find such papers in abundance at low prices.

The next point to consider is the texture of the paper to be chosen, and what applies in this case to plain papers applies equally to figured ones. Ingrains, though very pleasing in appearance, unfortunately fade readily, and their velvety surface harbors the dust and is therefore less sanitary than a smoother paper. Silk fibre presents a hard, fairly smooth surface, which can be easily dusted down; they are tough and durable, and at the same time very artistic. They do not absorb the light as ingrains do. Satinettes possess a shiny finish that many object to, but they wear fairly well and are useful to lighten dark rooms.

MONEY-MAKING

Wall Papers

Judging Wall Papers by the standard of price alone will always be unsatisfactory.

It is vastly more important to consider the profit-earning possibillties of the different makes submitted for your approval.

We have learned the way to make our wall papers so pleasingly attractive, that quick sales and good profits are assured to the dealer handling them.

When our salesman turns over our samples you will recognize profit-earning possibilities not to be found in other makes.

Your order will be filled to your satisfaction.

STAUNTONS LIMITED

Makers of Superior Wall Papers

TORONTO, Ont.

A SHOW CASE PROPOSITION.

H. L. Lyman, Canadian agent for Spencerian steel pens, explained to a representative of Bookseller the co-operation of his firm with the retailer in selling their pens. A handsome polished oak showcase, 10 inches square, with a glass cover and bevelled tray for 12 gross of pens, with plenty of space underneath for extra boxes is furnished retailers stocking Spencerian pens. The case is furnished free of charge with orders of 1 gross each of 9 best selling Spencerian pens. Retailers pay for the price of the pens alone, which is $6.75.

PAPER AND CARDS.

OWING to the present competition it is necessary that all stationers and printers who desire to hold their trade together should look about for the houses that supply the best lines at the cheapest price. In this survey a firm of the standing of F. A. Horle & Co., 8 St. John's Lane, E.C., London, England, should not be overlooked, as besides their familiar lines of ivory, enamel and pasteboards, envelopes, etc., they have a splendid showing of white ivory pulp boards at 3d per pound, and a very good line of tinted printings at 1¾d per pound. Both of these lines are really excellent value. Further, they have good lines in official post cards, surface cards, cheap white enamel and chromo for ticket work, etc., and we understand from Horle & Co. that they will be happy to send samples of any of these lines upon receipt of trade card. They are continually issuing very fine packets of printed samples of their goods, and if any reader of The Bookseller and Stationer wishes to receive such packets, Messrs. Horle will gladly add their name to the mailing list.

George B. Hurd & Company have opened a sample room in the new Heyworth Building, corner Wabash avenue and Madison street, Chicago, room No. 1608. The office and sample room is in charge of Mr. A. S. Alfred, who is now looking after the Chicago business of this house. Mr. Alfred specially invites any of his friends visiting Chicago to come in and call on him.

MONTHLY REPORTS FROM TRADE CENTRES

MONTREAL.

Booksellers Satisfied With Volume of Business Passing—Tourist Trade Very Satisfactory—Preparations for School Openings.

Office of BOOKSELLER AND STATIONER,
232 McGill Street, Montreal,
August 10, 1906.

IN the trade there is expressed much satisfaction at the extent of trade up to the present. Merchants did not anticipate a very bright season in all cases, but they now declare the business transacted so far this Summer quite encouraging. In more than one instance trade has been considerably larger than for the corresponding period last year. Indications point to a continuation of this satisfactory business, so that the trade is quite content with the trend of events.

* * *

Tourists have contributed a great deal towards the success of the Summer trade to date. In many stores special displays are made to attract the attention of the traveling public, and the results obtained are, as a rule, very satisfactory. Requirements of these tourists are many and varied. Souvenir goods are very much in request, as are view cards, illustrated guide books and fiction.

* * *

Preparations for the opening of the schools are going on apace. Booksellers are, many of them, already making displays. Stocks of school requisites have been replenished when necessary, and every means is being taken to ensure the capturing of as large a portion of the school supplies trade as possible.

* * *

Pictorial post card sales are very large. During the past month there has been a steady run on illustrated cards of every description. Bookstores having provided for this line of trade are now reaping full benefits. Ever since the beginning of the Summer trade the demand for these cards has been phenomenal. Those merchants carrying a full line have been compelled in more than one case to increase their stock repeatedly, when it was thought that provision had been made ample to cover the whole season.

* * *

Fiction sales have been much better than it was expected they would be. Continued warm weather, allowing people to get out to the country and elsewhere, is supposed to have helped materially in this respect. Some of the uptown stores are making window displays of cheap fiction for Summer reading.

* * *

Not many new books have appeared during the month. One new one, "The Cruise of the Conqueror," by Sydney Paternoster, is reported as selling well. Among other good sellers "Coniston," mentioned last month, is very much in evidence. There is a good demand for "The Jungle," while paper editions of books which have had a run in cloth are meeting with much favor. Among the latter two are worthy of particular mention. These are "The Gambler" and "The House of a Thousand Candles." Both books are retailed at 75c.

* * *

C. F. Dawson had a very attractively dressed Koh-i-noor pencil window the latter part of July.

* * *

Preston Pond, of Boston, a director of the Dennison Mfg. Co., was in Montreal last week in company with Mr. Hebbard, Chicago, one of the company's salesmen. A few calls were made upon the trade by these gentlemen, after which they left for a pleasure trip up the Saguenay.

J. J. G.

TORONTO.

Tourist Business in Full Blast—Personals of Interest to the Trade—Doings tn Toronto Stores.

Office of BOOKSELLER AND STATIONER.
10 Front Street East, Toronto.
August 10 1906.

TOURIST business in Toronto this Summer is reported to be good, especially during the early part of the present month. The sale of books, picture post cards and souvenirs has reached excellent proportions. American visitors seem to appreciate the dainty English editions of books procurable so cheaply in Toronto.

* * *

Department stores are specializing on cheap paper editions and left-overs. Some cloth books only out a year are going as low as 25 cents.

* * *

Alfred Wheeler, Toronto, has sold his stationery business to S. W. Pitman.

* * *

The W. A. Murray Co. made a fine exhibit of Frank Lillie Pollock's "Treasure Trail" recently. These one-book displays are said to be very effective.

* * *

The picture post card is in tremendous vogue and there seems to be no diminution in sales.

* * *

Mr. J. H. A. Clark, Winnipeg, is at present on a visit to Eastern Canada.

* * *

Mr. Frank Lillie Pollock, author of "The Treasure Trail," which has had a good sale in Canada, is visiting in Toronto. Mr. Pollock was formerly engaged in newspaper work in Toronto.

* * *

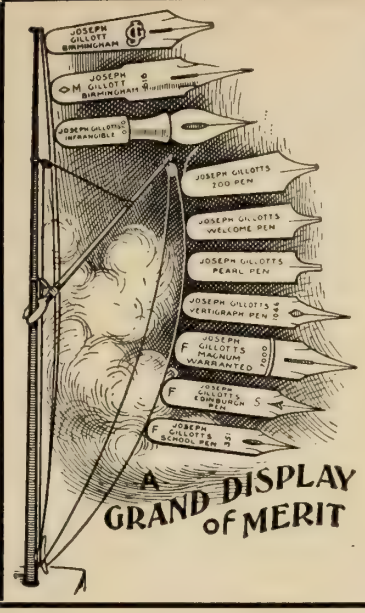
A welcome visitor to the Toronto office of Bookseller and Stationer last month was Mr. E. L. Chambers, secretary to Mr. Bobbs, of the Bobbs-Merrill Company, Indianapolis.

* * *

Mr. E. S. Walker, manager of the wholesale department of the Methodist Book Room, has been recruperating from his recent serious illness at Southampton.

* * *

Mr. K. W. McKenzie, of Edmonton, was a caller on the trade in Toronto recently.



JOSEPH GILLOTT'S PENS

MAKE READY SALES

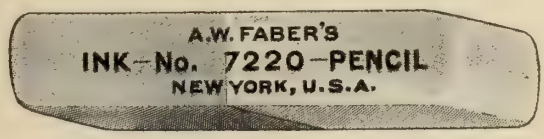
The best-known pens, and the best-liked, are undoubtedly those made by Joseph Gillott & Sons. The pleasing variety offered, and the absolute reliability of all the pens bearing this well-known name, are points which are fully recognized by the public—they insist on being supplied with Joseph Gillott's pens.

Three Very Popular Pens, which are being Extensively Used:
The "J. G.," "WELCOME," and "GOLDFIELDS"

Joseph Gillott's Pens are thoroughly well known throughout the world as the high-class products of a firm which has been making steel pens since the first patents were taken out. At the present time the attention of the public is directed to the three pens mentioned above. Retailers are advised to make a special show of these pens.

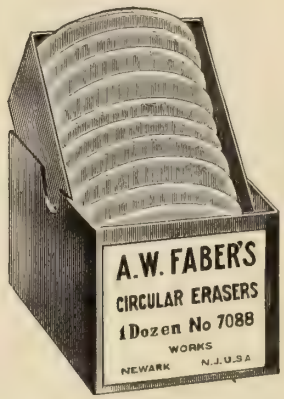
Ask your Wholesale Agent for Trade Particulars, or write direct to:

JOSEPH GILLOTT & SONS, 37 Gracechurch St., London, E.C.



A. W. FABER'S

Pure Rubber Bands
Rubber Erasers



For Sale by all Leading Stationers

C. Brandauer & Co.'s - Limited



SEVEN PRIZE MEDALS.

CIRCULAR POINTED PENS

These series of Pens neither scratch nor spurt. They glide over the roughest paper with the ease of a soft lead pencil. Assorted Sample Boxes, 6d., to be obtained from all Stationers. If out of stock, send 7 stamps to the Works, BIRMINGHAM. Attention is also drawn to our Patent Anti-Blotting Pens.

London Warehouse: 124, NEWGATE STREET, E. C.

Canadian Agents: SMITH, BRIGGS & HOWE, 21 Richmond St. W., TORONTO

Mr. Leamon, manager of Dicks & Co., St. Johns, Nfld., was noticed in Toronto recently.

* * *

Mr. A. L. Merrill, manager of C. R. Parish & Co., of Toronto, who has developed a big business in picture post cards, intends visiting Great Britain, Germany and other European countries in the near future. The purpose of the visit is mainly to gain the latest information relating to picture post cards, etc., and Mr. Merrill hopes to make contracts with other manufacturers.

* * *

Mr. Geo. Wilson, of Clark Bros. Co., of Winnipeg, Manitoba, was in Toronto for a few days recently.

* * *

Two Nova Scotia booksellers who are expected in Toronto during Exhibition time are Messrs. E. J. Vickery, of Yarmouth, and William Torry, of New Glasgow.

* * *

Mr. William Brady, of the traveling staff of the Methodist Book Room, Toronto, was married last month.

* * *

Mr. George M. Hendry, of the Steinberger-Hendry Co., has returned from a successful business trip to the coast.

LONDON, ENGLAND.

A Quiet Season—Displays at the Exhibition of the Printing, Stationery and Allied Trades.

Office of BOOKSELLER AND STATIONER,
88 Fleet St., E.C.,
London, July 3', 19 6.

THIS latter part of July is, perhaps, the dullest period of the year in every branch of the retail trade. Stationers, after having suffered all the evil fortune of a wretched and unseasonable Spring and early Summer, have had to see the quiet holiday time come around without any change for the better. The great majority of town dwellers are departing for seaside and country resorts; the Summer sales are finished, and the out-going trains are filled to over-crowding with persons on vacations bent. It does not follow, however, that the towns are empty. Here in London, for instance, the throng of strangers and visitors, particularly of American and French origin, is very great. But, unfortunately, they bring little money to retail stationers or to their brothers of the allied trades. They are intent upon sight-seeing rather than purchasing, and it must be admitted that shopkeepers themselves have not yet thought out any scheme for attracting tourist business. Such a thing as a display of souvenirs or knick-knacks for visitors is practically unheard of.

* * *

The busiest spot is where the sale of Summer literature is carried on. This lucrative trade falls almost entirely to the station book-stalls and to a few of the more progressive book dealers. Why it should be so it is not very clear to see. It probably is because the average British stationer considers the sale of books a department not to be seriously considered. He carries a little, very little, stock of readable literature, consisting for the most part of well-known works of fiction that have once had a big circulation. As for the ordinary town bookseller, he seems to do business on the principle that if an individual wants a book he will come and ask for it. He does not consider it part of his business to make him want it. The natural result is that the public do not think about holiday literature until just on the point of taking the holiday. Then the thought at once occurs to them that they can get what they want at the station bookstall.

There are exceptions, however. There is here in London a huge concern of news and book dealers, W. H. Smith & Son, who are examples of pushfulness. This house may rightly claim to be the pioneer of station bookstall trade, and there was a time when practically all the big English railway companies contracted with them for the setting up of bookstalls. Recently, however, the Great Western and North Western Railway Companies have withdrawn the contract and placed it with another firm of newsdealers. Nothing daunted, Smith & Son have set to work to open bookshops in all of the chief towns from the station of which their stalls have been withdrawn. They have made frequent and extensive use of newspaper publicity to announce the fact, and in this way, in addition to taking from the railway news-stalls a large number of their old customers, they are reaching a larger class of buyers than before.

* * *

The paper-making trade continues on a very unsatisfactory basis. In spite of the fact that many of the materials are higher priced, the price of the finished article does not go higher in proportion. Those who ought to know declare that home manufacturers are adopting the suicidal policy of rate cutting in competition with each other. And above it all looms foreign competition also. A leader is required who would take the initiative in securing combination amongst home manufacturers with a view to price maintenance.

* * *

The toy trade is also suffering from depression, at least the majority of houses say so. Only a month ago a man ascribed his bankruptcy to this cause, and within the last few days a Ramsgate toy dealer found it sufficiently worrying to make him take his life.

* * *

There is not much of news to report in connection with periodical literature. The Majority, a new ha'penny labor paper, heralded itself into existence with any amount of big promises as to the good it would do for the laboring classes. The laboring classes, however, seem to have found better use for their ha'pennies, for after five days' publication the paper died a premature death. What the laboring classes really do require is a paper that would explain lucidly what their own leaders in Parliament are thinking and planning. Such a thing is quite impossible, for there would be required one paper for each labor member. That dignified old paper, the Morning Post, by the way, has at last agreed to accept displayed advertisements. It took the Times a long, long time to come to the same decision. The Post intends only to use Cheltenham, Italic and Roman type in its display advertisements.

* * *

A recently published Parliamentary White Paper deals with the case of some 60 or 70 British printers, who were induced by false statements to emigrate to Canada. Apparently these men were recruited by a man in England, who carefully concealed from them the fact that they were required to take the place of some trade union men in Winnipeg, who had gone on strike. The Canadian Government has reported that the culpable man cannot be proceeded against in the absence of Im-

To Canadian Booksellers, Stationers, Etc.

We beg to announce that we are now the sole representative of the following English Houses :

T. FISHER UNWIN, the well known publisher of The Story of the Nations Series, Mermaid, Reformer's Bookshelf Series, etc., etc. See his new decorated cloth bindings.

GEORGE ALLEN—Ruskin's Works in all editions. Special edition of Sesame and Lilies, Unto this Last, Crown of Wild Olives, etc., cloth 1/, leather 1/6 ; also Ruskin Treasuries, cloth 6d, leather 1/.

CROSBY LOCKWOOD & SON—Scientific, Technical and Industrial Books, relating to Trades, Farming, Engineering, etc., etc.

GALE & POLDEN, LTD.—Military and Physical Culture Books, Military and Naval Picture Postcards.

BURNS & OATES, LTD.—Catholic Literature.

GEO. PHILIP & SON, LTD.—Maps, Charts, Globes, Educational and School Supplies.

ALF. COOKE, LTD.—The well known color printer. Children's Colored Toy Books, entirely new and amusing, from 1d. to 6/

C. BRANDAUER & CO., LTD.—The popular manufacturers of Circular Pointed Pens and also a very large variety of other styles.

J. SIMMONS & CO., LTD.—Manufacturers of the popular Hieratica Note Paper and Envelopes, also a large assortment of other varieties at popular prices.

SETTEN & DURWARD—Manufacturers of Stationers Sundries, an excellent line of goods and sure to be popular.

PETTY & SONS, LTD.—Advertising Novelties. These are exceedingly attractive and amusing, and suitable for all trades.

MARION & CO., LTD.—Photographic Supplies, Fancy Photo Frames, Writing Cases, Postcard Albums. Collotype Cards, etc., etc.

On behalf of Mr. T. Fisher Unwin we are supplying the Canadian Trade with Jerome K. Jerome's new long novel in artistically decorated cloth. Ready shortly, write for prices.

We will forward catalogues and price lists for any of above firms on application.

SMITH, BRIGGS AND HOWE,

21 RICHMOND ST. WEST, TORONTO

perial legislation analogous to the Dominion law on the matter, and it has been suggested that such legislation be undertaken. Lord Elgin promises to give the matter attention.

* * *

During the last six months shipments of writings, printings and envelopes from Britain to foreign countries were valued at £233,117, and to British possessions £405,850. Compared with the corresponding period of last year, the purchases on the part of foreign countries showed an increase of £22,781, and on the part of British possessions a decrease of £2,574. South Africa alone showed a decrease of £20,944, and Canada a decrease of £512. A satisfactory feature was the increased business with Australia.

* * *

From July 14th to 31st was held the Third Annual Exhibition of the Printing, Stationery and Allied Trades, at the London Agricultural Hall. There was much of novelty and interest in every department. In printing machines the Stringertype matrix casting and composing machines attracted many interested spectators. It is a species of Linotype, which casts single type without the intervention of the perforated ribbon. The Monoline matrix type-caster and composer was also much in evidence. In connection with this machine the Mergenthaler people had adorned their stand with a notice to the effect that they are busy at law touching their patents. Of course, Otley, the great printing machinery manufacturing centre of England, had several firms represented.

A very noticeable feature of the exhibition was the number of pictorial post card and art publication shows. Every grade of work, both British and continental, was to be found—from the ordinary card retailing at less than a farthing, to the finest examples of the printers' art.

One of the largest stalls was that of the Rapid Photo Co. These people who, in addition to their London offices, have big works at West Drayton, were showing their extensive and varied lines of bromides. These are turned out with both glossy and matt surface. The Rapid Photo Co. are well known to Canadians for their color work. All their best cards are carefully hand-colored, although they produce a vast quantity of machine-printed and colored cards. Their cards for the Christmas season are worthy of attention in particular.

Davidson Bros.' stand was also a centre of attraction. This house is particularly proud of the fact that almost all of their cards are printed at their own large works. They are fighting for a big share of Canadian trade and, considering the standing of the firm and the quality of their productions, they must rank as one of the most reliable houses to deal with. In addition to post cards in various processes, they turn out some fine calendars and greeting cards.

Miller & Lang, Limited, of Glasgow, is another firm of fine-art publishers whose work is all carried out in Great Britain. Their Mr. Gardner is now in Canada doing the right thing for his firm. Their stall at the exhibition contained a very comprehensive set of their cards, together with an interesting plate showing the various stages of manufacture. Miller & Lang claim to be able to compete with any of the good German houses. With the cheap, inartistic continental post card men they do not concern themselves. They are not looking for scum trade.

Raphael Tuck & Sons had a fine display, and samples were freely distributed. Few persons could get past their stand without being button-holed by some enterprising assistant, and being told of their great £6,666 prize competition.

Misch & Co., of Cripplegate street, London, had an exhibit of very high-class cards and art publications. This house has only been seriously working the Canadian market for about a year, but their man is busy drumming up business for them. They have a magnificent series of reproductions of the World's Galleries' gems, in post cards and enlarged size. In connection with the Rembrandt tercentenary jubilations they have a Rembrandt set. These magnificent specimens of Saxony's best color work are things to be prized by the tasteful collector. Misch & Co. have also some attractive things in calendars, greeting cards, wedding cards, etc., albums, Christmas cards, etc.

Alliance, Limited, 115 Newgate street, London, had an extensive range of bas reliefs on show. This is another firm that looks to do a bigger Canadian trade, and it will not be long before they have agents in the chief Canadian cities. They specialize in bas relief cards, a style of publication that greatly appeals to the public, and all their work is of good class. In addition to their own series, they make a point of producing cards from customers' own subjects. Alliance, Limited, have a relief card of His Majesty the King, for which they obtained a special sitting. This is produced in several designs and sizes, and is a very popular card.

The Collectors' Chronicle, which is the official organ of the British post card trade, had a nice display. Mr. Richardson, the Editor, was also showing some attractive post card stands.

C. W. Faulkner & Co., J. Beagles & Co., and Valentine & Sons, were some notable post card absentees from the exhibition. No doubt they were helped towards this course by the fact that they have all extensive showrooms in the metropolis and nearer the business centre than the Agricultural Hall.

WINNIPEG.

Effect of Exhibition on Trade—Books in Demand—Toronto News Co.'s Plans Still in the Dark.

Office of BOOKSELLER AND STATIONER,
Room 511 Union Bank Building,
Winnipeg, August 3, 1906.

EXHIBITION week brought large crowds to the city and the local stores conducted clearing sales which proved very successful. Fiction and miscellaneous literature was marked down during fair week and stocks were materially reduced. July also brought an unusually large number of tourists and as a result the souvenir and picture post card trade was very large.

* * *

"The Jungle" is still in very strong demand and difficulty is experienced in getting supplies, particularly in the paper edition. "Coniston," the new Winston Churchill novel, is meeting with a favorable reception; but the largest sale in July was of the usual class of Summer fiction.

* * *

No definite public announcement has yet been made by the Toronto News Co. of its intention to establish a branch in Winnipeg and the trade are anxiously awaiting new developments.

* * *

K. W. MacKenzie, a prominent bookseller from Edmonton, is in Winnipeg this week on business. Mr. MacKenzie was mayor of his city last year and is one of the leading members of the Edmonton Board of Trade.

F. R. M.

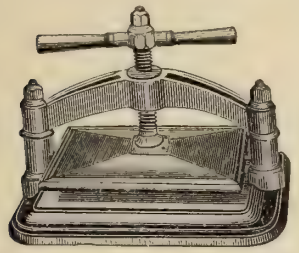
Distinctive Signs, Price Tickets and Show Cards

give character to your store. A sort of Trade Mark, as it were. Why not adopt as nearly a perfect style as possible?

We are specialists in this class of work and our ideas are free to anyone meaning business.

Our folder, WHY SIGNS PAY, can be had for the asking.

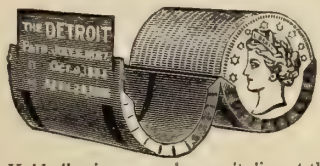
THE MARTEL-STEWART CO., Limited
Montreal, Canada



FOR
COPYING PRESSES

ALL SIZES
from Quarto Post to largest Waybill,
WRITE THE
JAMES SMART MFG. CO.,
Brockville, Ont., or Winnipeg, Man. Limited
ESTABLISHED 1854

"THE DETROIT" is the **BEST COIN WRAPPER**



CHEAPEST—as only half the time to apply that the "flat" paper ones take.

Made of heavy pressed paper with self-sealing flap.

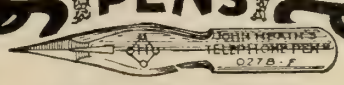
Hold all coins securely—can't slip out the ends, or unroll. Keep shape in dry or damp climates. **Millions used Anuually.**

COIN BAGS

Ours don't rip—because **double stitched.** We make twenty sizes. Write for samples and quotations.

THE DETROIT COIN WRAPPER CO., Manufacturers
18 John R. Street, DETROIT, MICH.

JOHN HEATH'S PENS



A good pen is a good servant, and
John Heath's Pens are made to serve!
ALWAYS READY AND ALWAYS WILLING.
They were first 45 years ago, and are still leading the way. British made of British steel. Write for samples.
LONDON AGENCY
8 St. Bride St., LONDON, E.C., ENGLAND

The Belleville Business College, Limited

Business firms get the best results by applying to us 10 days before vacancies occur in their employ.

See Catalogue pages 21, 27, 33, 41.

J. A. Tousaw, Secretary. } **BELLEVILLE, ONTARIO** { J. Frith Jeffers, M.A., President.

The most popular pens are
ESTERBROOK'S

MADE IN ALL STYLES

Fine Points, A1, 128, 333
Business, 048, 14, 130.
Broad Points, 312, 313, 314.
Turned-up Poins, 477, 531, 1876.

CANADIAN AGENTS:
THE **BROWN BROS.,** LIMITED
TORONTO.

"ROB ROY" PENS

SOLD BY
ALL STATIONERS
in 6d., 1/- and Gross Boxes



This series of Pens is made of the same material, by the same tools, by the same process and at the same Works as the series of 'Waverley' Pens which Hinks, Wells & Co. have for 30 years and upwards (prior to Sept., 1901), manufactured for and supplied to the Proprietors thereof.

HINKS, WELLS & Co., Birmingham, Eng.

THE WAVERLEY SERIES OF PENS

Imported by all the Leading Stationers

They come as a Boon and a Blessing to Men.
The Pickwick, the Owl and the Waverley Pen.

Dealers make money in stocking the ***"Boons*** and ***Blessings."*** They are popular Pens throughout Canada. They are advertised and they are asked for. They are irreproachable in quality and give satisfaction to customers. They are asked for again and again.

We make pens to suit every hand—turned-up, turned-down, indented, oblique, square and round points.

Sample Cards and Trade Price Lists sent by return mail.

MacNiven & Cameron, Limited
Waverley Works, EDINBURGH

Picture Post Cards

VALENTINE'S LIST OF THE LATEST AND BEST

KISSOGRAMS: All the rage. You can send a kiss to your friends and sweethearts on one of these cards.

MAGIC CARDS: Your photograph developed by a simple formula—heat. Laugh. Why everybody does who sees them.

SCENT SACHET CARDS: Just out. A happy hit. Perfumes guaranteed.

FAN POST CARDS: Very clever. Going to be the rage. Shows 9 views. Local editions made up.

CANADIAN VIEW CARDS: An enormous selection from coast to coast, in colour, moonlight and black and white. Comprising choicest Lake and Mountain Scenery, Sporting Scenes, Camp Scenes, Western Life, Rural Studies, Coast Scenes and City Views.

CANADIAN ART CARDS, in Carbon and Mezzograph. Most beautiful effects. Reproductions in the 3-color process from Oil and Water Color Paintings, by well-known Canadian Artists.

BROMIDE CARDS, in plain, glazed and sepia, hand-colored and jewelled. Large variety, excellent subjects,

GREETING CARDS, NAME CARDS, HAND-PAINTED POST CARDS, most artistic, with Christmas Greetings.

CHRISTMAS CARDS: Immense variety at popular prices. Special boxes at 60c. each. Splendid value.

CHILDREN'S ILLUSTRATED GIFT BOOKS.

CHILDREN'S ILLUSTRATED SONG BOOKS, with Music.

SCOTCH ILLUSTRATED SONG BOOKS, with Music.

IRISH ILLUSTRATED SONG BOOKS, with Music.

THISTLE LIBRARY, Pocket editions of Burns and Scott (Illustrated), Tartan Bound.

BIRTHDAY BOOKS, (illustrated) Bindings Tartan Satin, Art Linen, Morocco, etc.

PLACE ORDERS NOW

THE VALENTINE & SONS PUBLISHING CO. LIMITED

POST CARD, PHOTOGRAPHIC and FINE ART PUBLISHERS.

Agents in Canada and United States for VALENTINE & SONS, Limited, Publications.

510 Coristine Building, MONTREAL
69 Adelaide Street East, TORONTO

PICTURE POST CARDS

POST CARDS AS SCHOOL BOOKS

MUCH success has attended the interchange of letters and post cards between pupils in the London County Council schools and those in schools in our colonies. London boys and girls are put in communication with children in the elementary schools in any part of his Majesty's dominions from which applications are received. Already there have been many cases of interesting and instructive correspondence. The county council pays the postage on the letters. Canadian and New Zealand school boys and girls are the most prolific correspondents.

One feature is the interchange of pictorial post cards which invariably results. The scholars engage in this on their own initiative. A suggestion is thrown out that the post cards might be made as instructive as the letters. There is nothing in the regulations to prevent London headmasters from adopting this course if they see fit.

At the Ostend public schools collections of all post cards of instructive value, such as views of towns and districts and photographs of national costumes and scenes of current events, are exhibited in the class rooms, and are discussed between the children and the teacher. Two or three times a week the selection is changed, and when during the lessons any topic arises related to views in the school collection, these are shown and explanations given.—London Daily Mail.

CANADIAN VIEW CARDS.

W. J. GAGE & CO. report a steadily increasing sale for their Canadian views post cards. Their series takes in Canada from Quebec to the Rockies and is finished in a much superior style to many of the cards now on the market. This firm also supply to customers cards printed from their own views in many different styles, such as plain half-tone, embossed half-tone, platinum, photoglanz and colored lithographed. They supply samples and prices on application.

POST CARDS IN PROFUSION.

IF there is any one department of their business in which Warwick Bros. & Rutter take particular pride it is their picture post cards. Not only have they made an immense success of imported lines, but their own cards, manufactured in their factory, have met with favor everywhere. To-day they carry a tremendous range of cards, which embrace all the old favorites and all the latest novelties.

The "Ocean to Ocean" series requires no comment. It contains all the choicest Canadian views from coast to coast. The favorite way to handle these is in assorted boxes of one hundred all different.

A new line just introduced to the Canadian trade is the Misch series of view cards, a German product in fancy designs, packed six in an envelope and salable at 2 for 5 cents.

...In the tinselled and jewelled cards there are to be found graphic representations of famous trains and boats, while the embossed portraits of royalty have proved immensely popular.

A distinct success has been attained by a series of gilt-edged cards, showing pretty girls' heads. These are Warwick Bros. & Rutter's own product. Another choice home manufacture consists of a series of fancy international boat cards, giving pictures of many well-known steamboats.

In addition there are the many ranges of comics, initials, sporting, actresses, etc., cards for which this house is noted, while in post card albums the range is immense.



A CHARMING POST CARD SUBJECT
(Warwick Bros. & Rutter, Limited.)

A catalogue giving the names and numbers of all the cards issued by the "Philco" Publishing Co., Holborn Place, London, W.C., has been issued. First is given a long list of actresses, actors and celebrities, then the missing word series, penny lines, name cards, humorous cards, nursery rhymes, borough arms, view cards, birthday and Christmas cards. Dealers should have this list on file.

THE NEW TROILENE PROCESS.

W. G. MACFARLANE, of 60-62 Front street, West, Toronto, has just received a big shipment of cards in the new Troilene process. These are handsome tri-color reproductions from oil paintings, and the shipment comprises three different sets. Ten subjects of primitive transportation in the west, ten subjects of ranching life, ten subjects of Indians. These are in the main, reproduced from oil paintings by John Innes, the celebrated Canadian artist of western life. The subject of primitive transportation in the west include the following:—The Stage Coach, Prairie Schooner, Red River Cart, Pack Train, Fur Canoe, Fur Barge, Dog Team, etc., etc. Among typical scenes in ranching life the following are included:—Branding, Roping, Stampede of Cattle, The Round Up, Cowboy Race, Buck Hero, Horse Corrall, Shooting up the Town, etc. The Indian subjects embrace among others, Indian Heads, Indian Types, Travois and Squaws, Indians in Snowstorm, Indian Pony Race. A very large edition was printed of these cards the bulk of which is already sold. Nothing in postcards has been placed on the market that is more distinctively American, and millions will be sold on this continent. Large editions have also been sold in Great Britain and on the continent by Mr. MacFarlane while on a recent trip to Europe. Every dealer in Canada should handle this line as it is going to have a big run. This series will be followed by other series in Troilene.

In view cards this firm have a large assortment embracing new stock of colored and black and white. They are clearing some old stock at very reduced prices, and correspondence is invited in regard to this.

The season is now arriving for fancy cards of various styles, though these have been good sellers as well during the Summer. The stock of fancies in the warehouse of this firm covers every variety of floral, figure, pets, brom-silver, lychnogravure, cameo, royalty, tinselled, etc.

While in Europe Mr. MacFarlane secured some exclusive lines and some lines at very close prices, for the Fall and Winter trade. Soon the travelers will commence booking orders for contract editions of cards for next Spring delivery. Owing to the strike in Germany there has been unadvoidable delay in shipping this year's orders, and all the American importing firms have had to disappoint their customers. Dealers will do well to place their orders at once for next Spring shipments. Orders should be placed this Fall and at the outside, not later than January next to insure early delivery.

SOME EUROPEAN OPINIONS.

A SHORT time ago, Mr. W. G. MacFarlane returned from an eight week's visit to Europe where he met some of the leading men in the post card business. He considers that everything points towards the permancy of the post card business. The leading people in business in Europe think that the view cards will always be in demand and that this end of the business will be on a staple basis.

In regard to fancy cards it is believed that while these will not be as permanent, they will run a good many years in America. They have been running for about 15 years in Europe and there is not much sign of any abatement in the business. In the city of Berlin, Germany, there are about one hundred stores devoted entirely to post cards and occupying some of the best positions in the retail districts. To give an idea of the immensity of the business, it is necessary only to state that one firm in Berlin employing twelve hundred people, has eight hundred people engaged in the manufacturing of post cards, while another firm employing seven hundred people, have half their staff engaged in the manufacture of post cards. These are only two of a large number of concerns devoting their entire plant, or a large portion of their plant, to the manufacture of post cards.

SONG POST CARDS.

A NOVELTY in the post card line is a large card with words, music and piano accompaniment of some well-known song. This novelty has only recently been introduced in England, and as Reid Bros., the publishers, have sold 700,000 of them in three weeks during what is regarded as the slackest season of the year, they have every reason to count on big business during the Autumn and Winter. The size of the card is about 7 x 9, and it sells for one penny. The series of songs contains some 30 titles.

SACHET SOUVENIR POST CARDS.

WILLIAM HADDON, of Tipton, Staffs, England, publisher of the Haddon series of post cards, has brought to the attention of Bookseller and Stationer a distinct novelty in the form of a sachet souvenir post card. The specimen mailed to this office reached its destination in good condition, and its fragrance seemed undiminished by the journey. The "post card" is in reality a sealed packet of sachet powder, having a floral design with landscape view on one side and space for address and message on the reverse. The sachet souvenir is published to sell at 7s. 6d per gross.

William Haddon has a very comprehensive list of publications at the present time and makes a specialty of post cards to order from customers' photo in various styles arranged from $1 to $8 per thousand.

BRIDGE CARDS.

A SET of four cards, illustrating bridge terms, is one of the novelties of the month. The cards are reproductions in colors of paintings, which outline the figures against a white background.

"Shall we play to clubs?" depicts four young clubmen, three standing and one seated around a table. Evidently a quarrel is brewing.

"Shall we play to Hearts?" shows a young man and a girl opposing an old couple. It may be imagined that the latter are the girl's parents.

"Shall we play to Spades?" introduces four young colored folk, evidently heartily enjoying the game.

"Shall we play to Diamonds?" has an air of tragedy about it. There are three players only; a beautiful young woman, a young man and an older man. It is apparently a contest between hearts and diamonds.

These cards are the product of the Rose Company, Mariner and Merchant Building, Philadelphia, Pa. The same company issue a "Histrionic" series of beautifully engraved gilt-edged cards, representing celebrated actors and actresses. Each card shows its subject in three portraits—one in private life and two in character costumes. Among the actors and actresses are Viola Allen, Margaret Anglin, Blanche Bates, Amelia Bingham, Maxine Elliott, Mrs. Fiske, Alice Lonnon, Richard Mansfield, Julia Marlowe and E. S. Willard.

The Musson Book Co. have issued a paper edition of "The Truth About Tolna," by Bertha Runkle. (75c.)

THE RAPID PHOTO PRINTING CO.'S

Real Photograph Postcards

BROWN GLOSSY. Price 2d. each ***Thousands of designs in stock***

ACTRESSES
CHILDREN
HYMNS

CATS, DOGS,
and WILD ANIMALS
SONGS
HUMOUROUS CARDS

FLOWER CARDS
WITH
Birthday Greetings
Greetings, Messages
"At Home" Postcards
Xmas and New Year Postcards

SAMPLES MAILED BY RETURN

ALL GOOD SELLERS

HAND-PAINTED POSTCARDS
Price 3d. each
"CHINTZ," PINK, RUBY, MAUVE, GREEN, etc., etc.

"CAMEO" BAS-RELIEF POSTCARDS
Price 3d. each
ACTRESSES
ROYALTY

An Enormous Variety of Cards to select from

ALL REAL PHOTOGRAPHS with HIGH GLOSS

WRITE FOR CATALOGUE AND SAMPLES

ORDERS DESPATCHED PROMPTLY

Designs made to customer's own instructions. Printing from Customers' own negatives a specialty

WRITE FOR PRICES

WHOLESALE AND EXPORT—

The Rapid Photo Printing Co., Ltd.

4 AND 5 BRIDGEWATER SQUARE,
BARBICAN,
LONDON,
E. C.

WORKS—
Hampton Hill
Middlesex

Agents for Canada
The Illustrated Postcard Co.
185 ST. JAMES ST.
MONTREAL

PICTURE POST CARDS

Ocean to Ocean Series

Our Ocean to Ocean series of Canadian View Cards is the standard by which all others are measured. New views are being constantly added and we have now upwards of one thousand to select from.

New Marine Cards

If you have not seen our New Marine Post Card, write us for samples of the brightest, neatest and most appropriate design yet issued in Picture Post Cards.

Royalty Cards

We have just received a new shipment of Embossed and Jewelled Royal Cards, including King Edward, Queen Alexandra, The Prince and Princess of Wales and many assorted subjects. Orders by mail sent out same day.

Special Views

Are you not convinced you could sell ten different views of your town as easily as two. Why not send us more photos of new scenes. We can make you beautiful cards in colors from any kind of an amateur Photograph. If you have not the views have them taken now.

WARWICK BROS. & RUTTER LIMITED

Publishers of

Picture Post Cards **TORONTO**



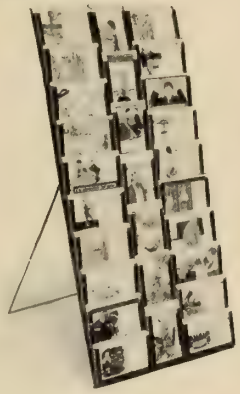
The Two Best Display Stands!

There must be a Best in everything. I claim that the

DISPLAY STANDS

manufactured by me are the most practical, best constructed and most ornamental stands made.

I can offer these to jobbers at the right prices.



200 Designs of Comic Cards

100 Designs of Hand Painted Leather Cards

For the jobbing trade

Alfred Holzman

CHICAGO, ILL.

Canadian Representatives:
McLEOD & ALLEN, 37 MELINDA STREET
TORONTO

"The Christmas Postal Card is one of the handiest originalities of the season."
—Newspaper Clipping

You will be more than repaid if you send an X for an extra dime, ten cents of the finest Christmas Post Cards

In four and five colors from special copyrighted designs which are entirely original and different from any American or European cards published : : :

Special prices in quantities. Send for samples to-day so that you can book your order for early delivery.

The Commercial Printing Co.

No. 340 Stacey Street
BURLINGTON, NEW JERSEY, U.S.A.

Three Sets of Troilenes of Western Life

READY FOR SHIPMENT ***TEN CARDS IN EACH SET***

BEAUTIFUL POST CARD REPRODUCTIONS IN TRICOLOR FROM ORIGINAL PAINTINGS by JOHN INNES, the Celebrated Canadian Artist of Western Life

One set of ten subjects of Primitive Transportation in the West, including The Stage Coach, Prairie Schooner, Red River Cart, Pack Train, Fur Canoe, Fur Barge, Dog Team, etc., etc.

One set of ten subjects of Ranching Life, including Branding, Roping, Stampede of Cattle, The Round Up, Cowboy Race, Buck Hero, Horse Corral, Shooting Up the Town, etc.

One set of ten subjects of Indians, including Indian Heads, Indian Types, Travois and Squaws, Indians in Snowstorm, Indian Pony Race.

THESE ARE ALL BIG SELLERS. PLACE YOUR ORDER AT ONCE.

$15.00 per thousand. Larger lots at graduated prices.

OUR ALL-CANADA CABINET

is a winner. A Handsome Counter Cabinet containing one thousand assorted cards covering the finest things in Canadian Scenery, these are executed in German Autocrome, Collotype and Photo Glanz, all new stock and the finest of imported work. There will be no old stock in the Cabinet.

$12.00 for Cabinet containing one thousand cards.
$22.00 for Cabinet containing two thousand cards.

(See Reading Notice for illustration of Cabinet)

Our stock of Fancy Cards is the biggest in Canada, including Floral, Pets, Figure Subjects, Brom-silver, Lychnogravure, Tinselled, Etc., Etc.

A cordial invitation is extended to dealers to visit us at our new offices and warerooms at

60-62 FRONT STREET WEST,
Between the Copp-Clark and Gage Bldgs.

W. G. MacFARLANE

Canada's Greatest Post Card House

W. NEUMANN & CO.,

Wasserthorstrasse 42,
Berlin, S. 42

High-class Collotype Printers

SPECIALTY: *Collotype Postcards* TO ORDER

Hand-coloured Collotype Cards
Glossy Collotype Cards
Double-tone Collotype Cards
Photochrom Collotype Cards

ALL KINDS OF VIEW-ALBUMS AND SAMPLE SHEETS

CHEAPEST PRICES. *WHOLESALE AND EXPORT ONLY*

Georg Geier & Garke

ART PRINTERS AND PUBLISHERS

NUERNBERG (BAVARIA)

Exquisite Novelties of

SUN AND MOONSHINE CARDS
REPRODUCTIONS OF GREAT PAINTERS
NATURE AND ART CARDS
ANGEL AND RELIGIOUS CARDS
BRILLIANT CARDS

Cards with English wording can be had if desired.

Full sample assortment up to $4 00.

Picture Made to order only according to instructions supplied.

Specialties: Modern Heliotype styles, plain and coloured. Well known for efficiency and high-class workmanship.

Post Very fine make. First class Goods only.

Cards

Otto Leder

Meissen 19 Saxony

Picture Post Card Manufacturer.

WHOLESALE EXPORT

Imperial Series Postcards

To the Trade:

Write Quick for Samples and Prices.

WE LEAD IN

Black and White

Our Colored Cards

STAND ALONE

MONTREAL TORONTO QUEBEC
OTTAWA HISTORIC SPORTING
FISHING HUNTING
NORTHWEST SCENES

ALBUMS and **RACKS**

Always adding to our already well-assorted stock.

The Picture Postcard Co.

P.O. Box 334, OTTAWA, ONT.

Post Card Albums

We have on hand for immediate delivery a large assortment of well bound linen covered albums, with artistic cover designs in assorted colors.

The following is an especially good selling line.

Albums	**for 100 Cards,**		**$2.00**	**per doz.**	**Net**
"	200	"	3.50	"	"
"	300	"	5.25	"	"
"	500	"	9.00	"	"

For import, 12 doz. or more each line, we allow 10% reduction. Place your order for the Christmas trade now with us.

Prices for more expensive albums on application.

Write for our Catalogue of Souvenir Postal Cards

Montreal Import Co.

P.O.B. 696. 17 St. John St. MONTREAL

BIG POST-CARD OFFER

WHAT $10.00 WILL BUY

1	Large Whirling Rack, Capacity 2,000 Cards; exposes 50 cards, value	$5 00
1	Large Card Album, capacity, 300 cards	1 00
100	Choice Comic Cards, retail	2 50
100	Living Picture Comics, "	5 00
100	Bank Check Cards, "	5 00
100	Toronto Cards, "	2 50
50	Western Indians, "	1 25
25	Genuine Burnt Leather, retail	2 50
10	Tuck's Packages, "	2 50
10	Feather-Bird Cards, "	1 00
10	Hair-Female Beauties "	1 50
10	Metal-Edge Comics, "	50
10	Tinselled and Embossed Trains, Etc., retail	1 00
	Total Retail Value	$31 25

ALL FOR $10.00

YOUR CREDIT IS GOOD HERE

Have you arranged for 1907 trade; Send in your prints **NOW** for local cards.

We quote as follows for best colored postals:

500	of a design	$ 6 00
1,000	" "	10 00
2,000	" "	18 00
5,000	" "	30 00

Cards returnable if not satisfactory.

Undersigned will visit Germany next month to arrange for a tremenduous Canadian trade in 1907. For samples and further particulars write

A. L. MERRILL

304 Yonge St., - TORONTO

PHONE MAIN 6128

THIS WILL INTEREST YOU IF YOU HANDLE

Picture Post Cards
Burnt Leather Cards

We are now manufacturing a complete line, some fifty varieties, and offer these cards, beauties in themselves, at $3.00 per 100, or $27.50 per 1,000.

Coloured Cards "Made in Canada"

PROMPT DELIVERIES

AT PRICES THAT DEFY COMPETITION

NOTE THE PRICES

Black and White Views, delivery 10 to 15 days after receipt of photos, in quantities of 1,000, $6.50; in quantities of 2,000, $5.50 per 1,000.

Beautiful Four Coloured Printings, delivery 20 to 30 days, in quantities of 1,000, $12.50; in quantities of 2,000, $10.00 per 1,000.

Have You Seen the Series of Old Masters?

Copies of paintings in The Louvre, Paris, $3.00 per 100.

All Styles in Leather Cards

Leather Cards with Raised Velvet Maple Leaf, $5.50 per 100

COMIC CARDS

100 different designs, packed 100 in a package, $1.50 per 100; $3.50 1,000. Large stock of Albums and Display Racks always on hand.

Our complete catalogue of Picture Post Cards is yours for the asking.

THE ILLUSTRATED POST CARD CO.

185 St. James Street, MONTREAL

"The Fad which Educates"

Let us have a talk about Post Cards. We do not carry all the good post cards made, but all the cards we carry are good We know that the average Canadian is willing to pay a fair price for a good article.

This month we are going to talk about our Leather Post Cards.

Everybody is buying them.

They are not only ornamental, but useful. People use them as souvenirs, for making sofa cushions, card cases, portiers, skirts for fancy balls, pocket books, and a hundred of other things. Our price is $3 per hundred, or $25 per thousand. A sample packet of 40 cards will be sent prepaid to any address upon receipt of $1.00.

No free samples. We will say that we carry all the leading lines of post cards.

Independent Photo-Card Co.

7 Warren Street——NEW YORK CITY, N.Y.

Take Special Notice

LIVING PICTURE POST CARDS

Being **Sole** Importer of the Living Picture Post Cards and other lines in extensive quantities, combined with sterling quality, **published by H. Garner, of London** and Leicester, England, and Toronto, Canada, I have pleasure in placing same to your notice. The Living Picture series include all subjects of Love, Courtship, Marriage, Sentimental, Sacred, Illustrated Songs, and the **best variety of Comics ever seen.**

Collotype and Colored Views.

Birthday and Greeting Cards, tinselled and plain a speciality.

Floral and Animal Designs.

Write for sample lot with $1.00, and an assortment of right value will be sent.

Quotations given for customers own views from photographs.

NOTE—Head Office and Depot for Canada and U.S.A.

A. H. COOPER

73 Queen Street East, - - Toronto, Ontario, Canada.

CLEVER, CATCHY POST CARDS

Our new **BRIDGE WHIST SET** is the hit of the season.

Also **BRIDGE WHIST SCORE PADS** made up with these designs.



Shall we play to Hearts?



Shall we play to Diamonds?



Shall we play to Clubs?



Shall we play to Spades?

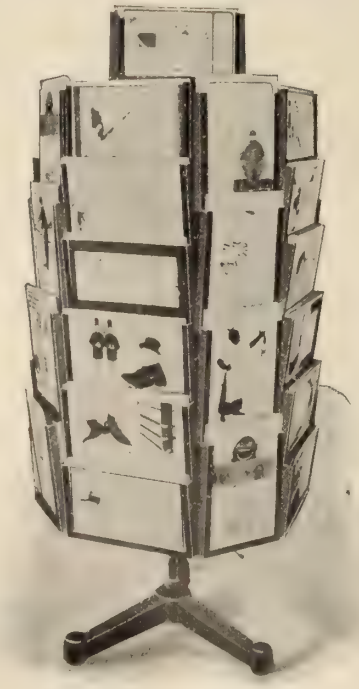
COPYRIGHTED 1906

This is only one of our many Attractive Novelties. Send for Price-list.

THE ROSE COMPANY, Publishers

3rd and Chestnut Sts.
PHILADELPHIA, PA., U.S.A.

SPECIAL FOR CANADA



1000 High-Grade Comic Post Cards

50 Leather Cards

1 Octogon Metal Display Stand

FOR

$7.00

The Cards in this Assortment are of great quality and ready sellers. The entire proposition sells for $30.00, and you will have the Display Stand left. The Stand is made entirely of Metal, holds 1500 Cards and is 30 inches high.

We make this proposition to introduce our goods in Canada, and offer you the best post card proposition that was ever made.

National Post Card Co., Medill Bldg., **Chicago, Ill.**

The Busy Man's Magazine

The Cream of the World's Magazines
Reproduced for Busy People.

$2.00 per Year

The MacLean Publishing Co., Limited

Montreal Toronto Winnipeg

WILLIAM HADDON, Publisher

TIPTON, STAFFS, ENGLAND

Only Publisher of the "Haddon Series" of Pictorial Postcards

ARTISTIC AND UP-TO-DATE

Sample Parcels now ready for the trade

$1.00 Post Free

1000 Picture Postcards printed from customers own Photos in Collotype for $3.00

1000 Postcards printed in color for $8.00

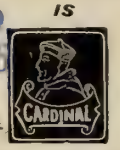
THE PRIDE OF THE HOMELAND

RETURNED AUG 30 1906

Note Name
Ferd. Tarboon
Herle & Co

The Dunn Book 54 Page 34

IS



Series

REG. TRADE MARK

OF

Note Address
Cardinal House
St. John's Lane, E.C.
London, Eng.

Pictorial Postcards, Postcard Albums, Writing Papers, Wrappings, Ivory Boards, Enamel Boards, Visiting Cards, Envelopes, Etc.

Write for Samples. You cannot do without.

"Sports" Playing Cards



LACROSSE DESIGN.

THE BEST VALUE IN THE MARKET.

ONE OF MANY VARIETIES

Leaders in a second grade — GOOD LUCK and ST. LAWRENCE.

SPECIAL CARD FOR WHIST PLAYERS

Colonial Whist

We are headquarters for PLAYING CARDS

MADE IN CANADA.

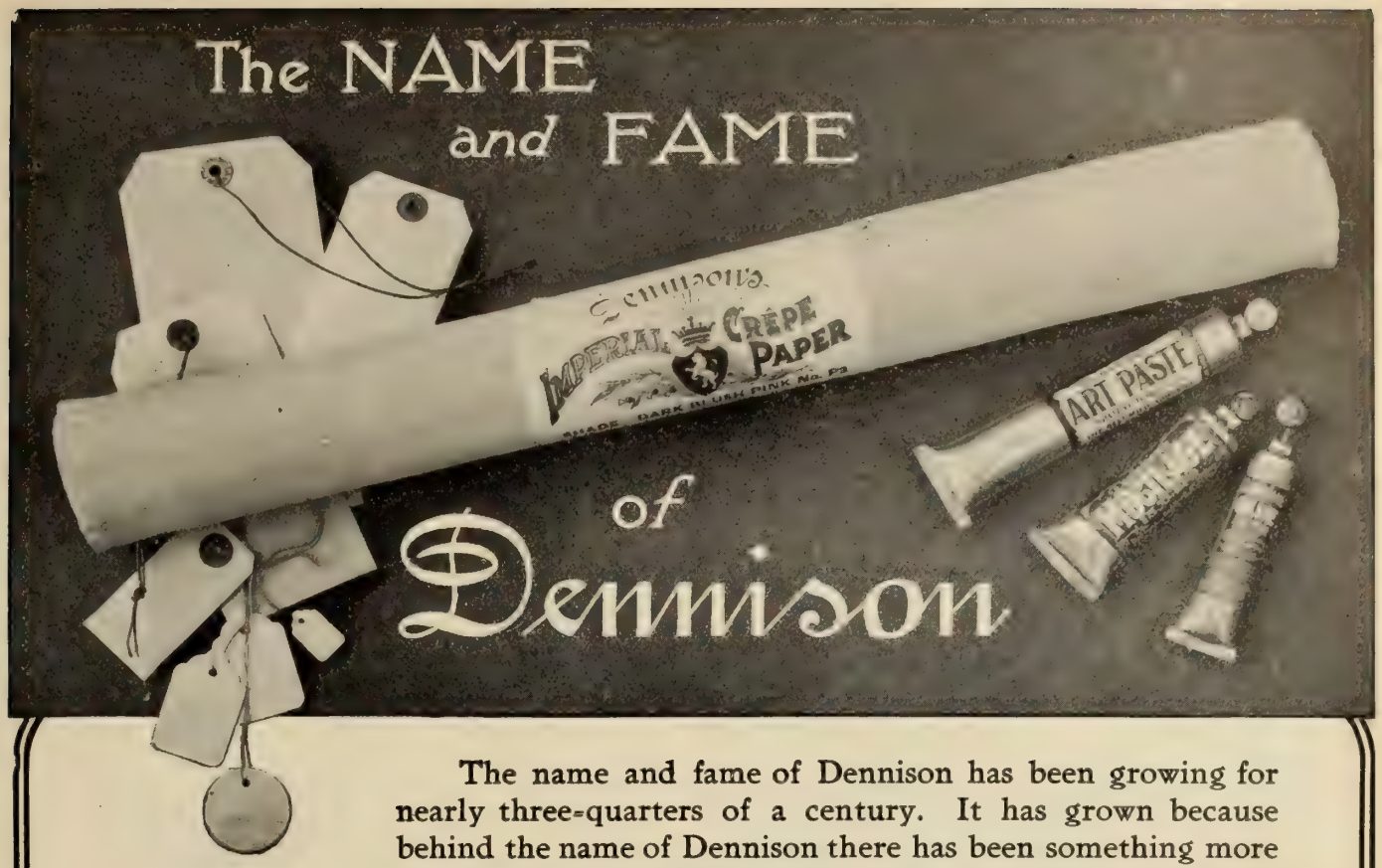
Style and finish equal to Imported Cards.

Advertising Cards of all sorts—Novel Designs.

FOR SAMPLES AND PRICES APPLY—

The UNION CARD & PAPER CO., Limited

MONTREAL.



The name and fame of Dennison has been growing for nearly three-quarters of a century. It has grown because behind the name of Dennison there has been something more than mere profit making. There has been a determination to do business on the broadest lines, with quality ever foremost.

That this policy is right has been proved by the growth of the Dennison business.

Beginning with Shipping Tags, the name of Dennison is the only word the dealer need say about quality or reliability, the same being true of Crepe Paper, Crepe Paper Napkins and Doilies, Adhesives, Sealing Wax, and every other commodity manufactured by Dennison.

Now the name and fame of Dennison is being still further emphasized by the most liberal advertising policy. All the leading magazines in the country are being used with liberal spaces, beautiful designs and aggressive arguments.

To make the work still more effective,

Dennison's Dictionary

has been issued, one of the most beautiful and unique books ever printed. Its policy is to create more business for the dealer, and it is doing it wherever it goes. In fact it has been proclaimed the most irresistible piece of advertising literature ever issued. It is really worth your while to see it, and we will be glad to send you one on application to our nearest store.

Dennison Manufacturing Company

The Tag Makers

BOSTON, 26 Franklin St.
CHICAGO, 128 Franklin St.
NEW YORK, 15 John St.
MONTREAL, Coristine Building.
PHILADELPHIA, 1007 Chestnut St.
ST. LOUIS, 413 North Fourth St.

VALENTINE'S EXTENSIVE LINES.

A STUDY of the lines of the Valentine & Sons Publishing Co., Limited, with offices and warerooms at 510 Coristine building, Montreal, and also 69 Adelaide street east, Toronto, discloses a wealth of new ideas in calendars, Christmas cards and post cards, children's gift and song books and birthday books.

The calendars worthy of special note are of the turnover variety, one 16x13 in size with three 9x7 views of Montreal, each mounted on a separate sheet, and another of the same style of views around Quebec. These views are beautifully reproduced in colored mezzograph and mounted on a dark green art paper with artistic gold lettering. These calendars nicely boxed are sold at 60c. each.

Other good lines of a cheaper nature comprise a series of sea scenes and studies of children.

Preparations on a large scale have been made for the holiday trade in Christmas cards. Their Standard series, including a range of animal and children studies, is available at reasonable prices. They show reproductions of paintings and comic cards of an inexhaustible nature. A decided novelty is the introduction of local views on Christmas cards. Bromide, chromotypes and hand-painted



One of Valentine's Card Despatching Rooms.

cards are in profusion, as well as maple leaf effects and Canadian coat-of-arms designs. They will make every effort to carry a large stock during the season to accommodate retailers.

Their pre-eminence in children's gift and song books and birthday books is maintained by the addition of many new ideas. Their birthday books with selections from the leading poets contain on the outside front cover a colored local view mounted on celluloid. Retailers may have their own views mounted. Their range of children's gift books is claimed to be the finest in the trade and contains a new illustrated series of selections from Dickens. The illustrations are made by the three-color process and are very high-class. Children's books are illustrated by famous artists and include such excellent books as "The Bronto and the Tootle Bird," "The Woodman and the Elves," and a series of six entitled "The Moonlight Manor." "The Little Folks' Song Book" is a welcome addition to these lines. What is called the Thistle Library is a popular edition in pocket size of many well known authors, in Tartan binding.

Their pictorial post cards are almost innumerable and their large stock is of advantage to the trade. Among the latest novelties may be mentioned the kissogram post card and the perfumed sachet card. Two other good ideas are the magic post card, which must be held before a fire to bring out the funny design, and the fan card, which pushes into a series of nine views. These serve to keep the public interested. Their carbon types and mezzograph series are forging to the front. They have lately added many pictures of the Muskoka Lake district and new series of Canadian subjects are constantly brought out. Some of these cards are splendid reproductions in three-color process from original paintings by G. Horne Russell.

They also represent the Rootograph Co., of New York, with a full line of bromide and delft cards. Special arrangement has also been made with a large European firm to handle their Canadian business in post cards, comprising plain, hand-colored, and jewelled bromide cards in black and sepia. Catalogue, samples and prices of any of these lines will be cheerfully furnished on application.

A handsome booklet has been issued by the parent house, Valentine & Sons, Limited, Dundee, which gives an insight into the marvelous business of the concern. Travelers are now covering the entire Canadian trade and an army of operators are constantly at work on new subjects.

FOUNTAIN PENS AS A PROFITABLE SIDE LINE.

By a Western Druggist

FEW lines offer the advantages of fountain pens as a side line. Very little space is required for a good assortment of pens, the amount invested is small, retail prices are protected by all leading manufacturers and each sale represents a profit of from one to four dollars and even more on the more elaborate pens. The business is not limited to one short season of a few days or weeks in the year, but the stock is salable the year round with no dead or unsalable goods accumulating to lessen the margin of profit, as all over-stock or unsalable goods are exchangeable at any time for goods that are salable. Direct results are obtained by the retail dealer from the large amount of magazine and other advertising done by the manufacturers, which has created an increasing demand for fountain pens, as few, if any, do a direct business with the public.

In this short article it is the writer's intention to give a brief description of some of the methods we have employed in building up a very successful business in this line amounting to several gross each year. A neat showcase, loaned us by the manufacturers, containing an assortment of six dozen pens, is given a prominent position in the front of the store. Every pen in the case is kept filled with ink in writing order ready for use the instant it comes in contact with the paper (a liberal supply of which is kept in a convenient place so that no time will be lost in inducing a customer to test them).

Many opportunities are offered for bringing up the subject of fountain pens in an indirect way through the sale of steel pens, penholders, pencils, memorandum books, souvenir postals, and many other articles sold daily. We have traced several fountain pen sales from the unprofitable and despised postage stamps, through loaning a pen for the purpose of addressing an envelope. A customer's curiosity is quickly aroused and he is readily induced to look at something new in the line which has just been received, and the pens in the case are tried with much interest. If a sale is not made, a desire is created to purchase at some future time. If we are able to interest a customer whom we are acquainted with and know to be reliable, but cannot sell to, he is asked to take a pen and try it for a few days. We find

where customers use a fountain pen for five or six days and become accustomed to it, they will not be without one and, with rarely an exception, a sale is made. Two books are kept near the case, one in which a record is kept of every sale made, with date sold, kind and price. Every pen sold by us is guaranteed; if not satisfactory in every respect, or if it does not suit the hand after a thorough trial for a few days, we replace it with another. By keeping a record of the sales we not only protect ourselves from exchanging a pen sold by some other dealer, but are often successful in selling the same customer a better pen by taking the cheaper one in exchange as part payment, if it is in good condition. If a pen becomes soiled or scratched it is forwarded to the manufacturers, who repolish it and put it in good order, free of expense. In the other book is kept a list of prospective buyers which makes a valuable mailing list and is forwarded to the manufacturers each month and a personal letter sent by them to each one on the list directing him to our store. The small amount of time consumed by us in making displays and demonstrating the pens has been our only advertising expense; this being done in unoccupied time without interfering with our regular duties can hardly be considered. We credit our success to four methods employed by us which are : Personal efforts, enthusiastic customers, window displays and mailing lists. More sales have been traced through enthusiastic customers than by any other method. We try to make every customer an enthusiastic customer; every detail of the pen is explained. Our personal guarantee is impressed upon them and pains are taken to fit the hand correctly so that a pen is neither too fine nor too coarse, too flexible nor too stiff. Frequent inquiries are made as to whether the pens are working satisfactorily, and if the least fault is found with it another pen is given them in exchange without a question. We have traced the sales of as many as eight pens through one customer showing his pen to his friends and directing them to us.

Next in importance is our window displays, which are made about every ten weeks and allowed to remain a week. Very neat and attractive displays can be made with fountain pens and no display has attracted greater attention or produced the profitable returns than our fountain pen windows, as a direct result of which we frequently sell from one to two dozen pens with an average profit of a dollar and a half on each sale.

The mailing list, which is made up of prospective customers only, is productive of good results and pays us well for the trouble and time required in keeping it.

The indirect business brought us through fountain pens in other lines such as inks, blank books and office supplies, is of no little importance when the year's business is followed up. And some revenue is derived from repairing pens, on which a trade discount is allowed by all manufacturers.

AN EARLY WORD ON VALENTINES.

THE custom of exchanging valentines or love missives on St. Valentine's day has been in vogue for centuries, as is adequately proven by the frequent allusions made to it by the most ancient writers. Especially for the last ten years the practice in America has been steadily on the increase, and now the maiden of bashful sixteen, the widow of fifty, the impassioned young lover and the old man with a darling, send, one to the other on the fourteenth day of February, these greetings of affection. The young and the old, the grave and the gay, the pious and the frivilous, all have contracted the valentine habit.

Bowing to the continuous demands of their customers, Raphael Tuck & Sons Co., Limited, have published for the ensuing season a collection of valentines of wide range and great variety. The designs are selected with a view to meeting the needs of the most fastidious taste and it is said that the collection represents the most marvellous valentine values ever offered. The comics are comic without being vulgar, and the sentimentals express affection and regard in a pleasing and poetical vein.

IN THE BOOK STORE.

MR. SCHWARTZ had just taken possession of the little book shop which he had purchased with the idea that there would be an ideal occupation for him, permitting him to sit around and smoke his long pipe all the time. His first patron—or would-be-patron—on the first morning of his advent as a book dealer was a young woman who wanted to get a book dealing with Arctic romance.

"Good morning," she said, "have you got 'Frozen Dog Tales ?' "

"Vat ! Lady, diss is not a Chinese restaurant."

"But you don't understand me. I mean——"

"I neffer heard of frozen dog tails, yet. Meppe dey are someding does Fillingpeeno beebles eats. But nod here, lady, nod here. Diss is a book store."

"Well, probably you do not quite understand me. I wanted to get some book that had stories of the north in it. Perhaps you have 'Pardners ?' "

"No, ma'am. Dare iss nobody in dis store but myselluf. Schmidt vanted to take half, but I wouldn't let him in on it, unt——"

But the young woman was hurrying out.—Cleveland Leader.

* * *

The old book canvasser was dying.

"It is hard, very hard," he murmured, "to have this happen just as I had been given exclusive ground for a work which is bound to sell like shot."

Then, glancing at the sobbing friends who stood around his bedside, he said :

"Soon all that will be left of me is a sainted memory. I shall have departed, as Shakespeare (whose works in ten volumes at 3s. 6d. each, or £1 13s. 6d for the set, I have often sold) remarks, to that bourne from whence no traveler returns. But do not weep. I have one last request to make of you. Promise me that you will grant it."

"We will," replied all present, in choking accents.

"I have your words—yours, Uncle Joe, and yours, Aunt Matilda, and Bill's, and Cousin Jim's, and Dr. Slaughter's ?"

"You have," was the unanimous response.

"Then," said the dying man, with animation, "I shall put each of you down for a set of Wassel's 'New History of the World Before the Flood,' in twelve volumes, full morocco, at £10 per set. The entire work will be delivered to each of you within a week."

One by one the sorrowing friends filed out, too full for utterance.

"That little stroke of business gets me an A1 monument," said the agent, addressing his wife. "And now, suppose you send round for the undertaker, and I'll see if I can't get him to invest in a set and take it out in trade."

HERE AND THERE AMONG THE JOBBERS

Personal information for the guidance of buyers of stationery and fancy goods, especially procured by "The Monthly Visitor."

HOLLAND linen Christmas cards are the latest addition to W. J. Gage & Co.'s Holland linen series. The cards are made of a cloth finished Bristol, size 3½ x 5¼, with holly and misletoe designs embossed in colors on the corners. The centres of the cards contain an engraved greeting, and below is a space for the sender to insert his name. They are put up in boxes of 250 assorted and sell for $10 per 1,000. For enclosing with a Christmas gift, or for sending alone, they are very dainty and appropriate in the holiday season.

* * *

It would require many pages to describe adequately Warwick Bros. & Rutter's papeteries. We find all sorts of floral decorations in use—the chrysanthemum, holly, lilac and daffodil being special favorites. Then, too, there are charming girls' heads and figures of various sorts. The boxes are of all shapes and sizes. Many dainty juveniles are also included.

* * *

Good business is reported by the L. E. Waterman Company in their Koh-i-noor Tracing Linen. Orders received from the trade have been most satisfactory.

* * *

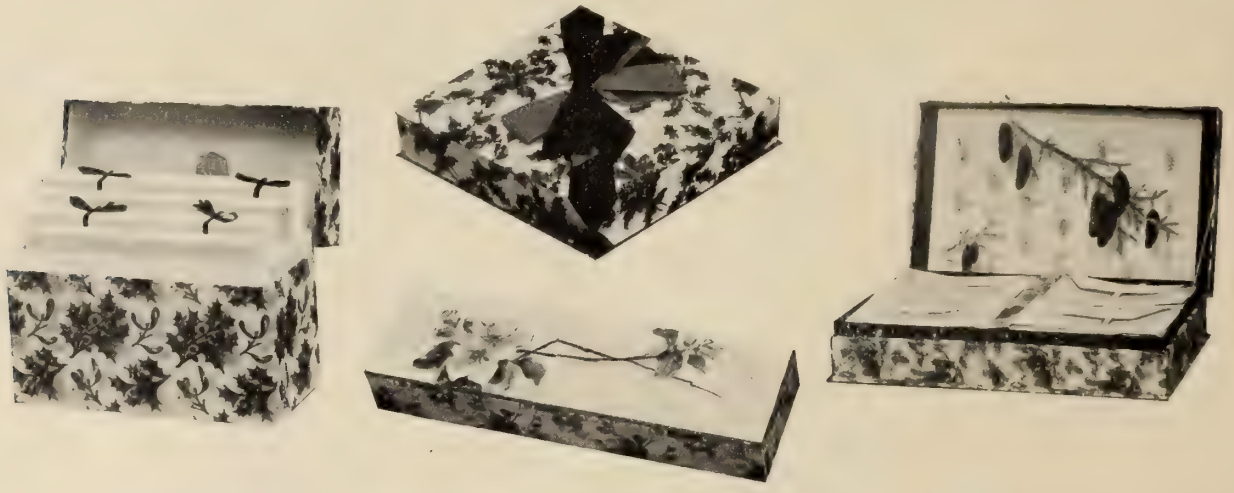
The "blotter-ruler" is a new article which is a very handy one and will be appreciated by both bookkeeper and student. It is a ruler made of aluminum with a wooden strip along the centre which answers for a handle. On the lower side is held by a detachable arrangement a sheet of blotting paper, which can be renewed as often as desired. When used by bookkeepers a great deal of time is saved as the lines can be blotted just as as soon as ruled. For students' use the top of the ruler is divided into 1-8's, 1-16's, 1-10's, 1-12's, 1-32's and 1-40's of an inch, and the end of the ruler is formed into a protractor marked with degrees. With this ruler every geometrical form can be made. Retails at 25c. with good profit to dealer. (W. J. Gage & Co.)

* * *

Clark Bros. & Co., Winnipeg, are pushing the sale of the John Holland fountain pens, a superior line that is comparatively new to the western market. These pens are put up in assortments varying in price, in the plain pens, from $2 to $6 retail. Handsome display cases are supplied with 1, 2, 4, 6 and 12 dozen lots. The principal feature of these pens is the elastic feed. It adapts itself to heat and cold, ensuring a regular flow at all times.

* * *

The range of Fall and holiday papeteries to be shown the trade by Warwick Bros. & Rutter, Limited, is now complete. It extends to some 75 numbers, embracing a great variety of designs and qualities. Several of the choicest boxes are illustrated on this page and the appearance of the others may fairly well be guaged from them. The stock is in the main linen face, and the notepaper is accompanied generally by the popular wallet-shaped envelope. Each package of envelopes and quire of paper is daintily tied, either with ribbon or bands of the same material as covers the box.



DAINTY PAPETERIES—Warwick Bros. & Rutter, Limited.

* * *

E. H. Harcourt Company are showing some catchy cover designs on their new series of writing tablets, exercise, scribbling, pen and pencil books. Their artist has been exploring the field for some time in search of new ideas and artistic effects. Judging from the designs I saw his labors would seem to have been productive of good results. Jobbers should keep an eye on these new lines, as they can secure control of original lines in their own territory.

An illustration is herewith given of the Wexford Weave notepaper, a staple line with Warwick Bros. & Rutter. The stock is linen face and the accompanying envelope wallet shape. Once introduced this paper is bound to become a favorite with the public.



WEXFORD WEAVE NOTE PAPER.
(Warwick Bros. & Rutter, Limited.)

A beautiful box shown this year is the Swiss Fabric papeterie, contained in a long box. The paper is linen finish and envelopes the long boudoir shape. This box is illustrated.



SWISS FABRIC PAPETERIE.
Warwick Bros. & Rutter Limited.)

The Copp, Clark Co. have a full stock of Goodall's Canadian Whist League playing cards, as well as a range of the new backs, one of which is illustrated herewith. Judging from the character of the design it should prove popular with the public. Other designs are said to be equally interesting.

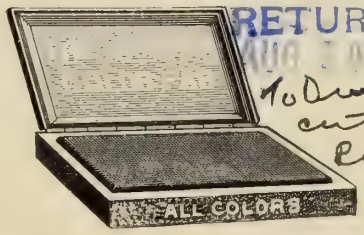
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RETURN
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NEW GOODALL BACKS.—The Copp, Clark Co.

An illustration is shown herewith of the Laughton color pad, of which The Copp, Clark Co. now have a stock on hand. The excellence of the pad is attested by a large army of users.



RETURNED
AUG 30 1906
To Drummer
cut Book 54
Page 25

LAUGHTON COLOR PAD. — The Copp, Clark Co.

The Copp, Clark Co. are rushing out school supplies at present. At the same time they are beginning to pay attention to Christmas lines. Their travelers are carrying samples of all the Christmas games for which this firm is justly famed, including all the old favorites and a number of new ones. They also show an extensive range of post card albums which should prove valuable for Christmas stock. Post cards are, as usual, being pushed to the fore.

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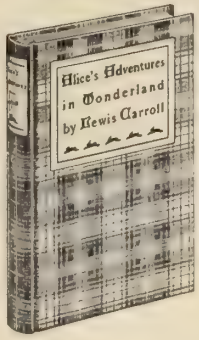
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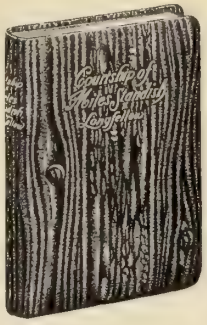
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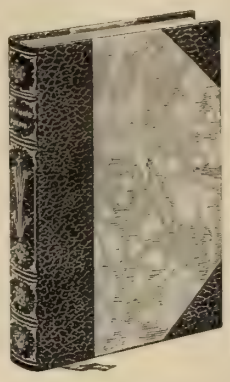
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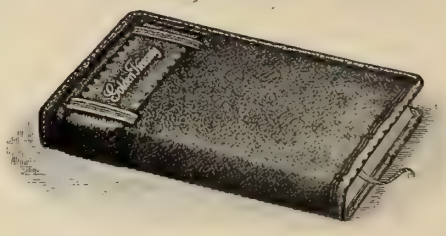


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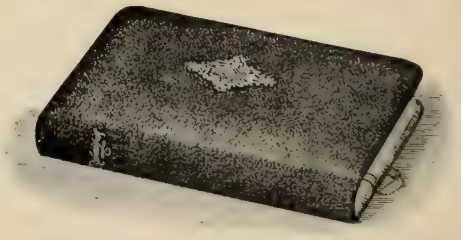


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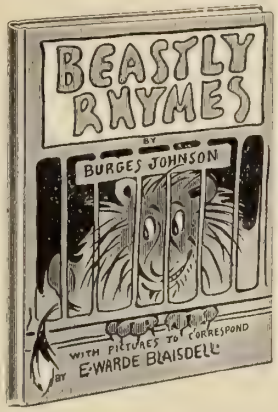
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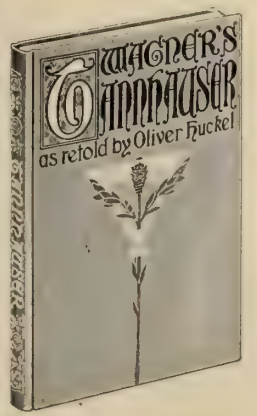
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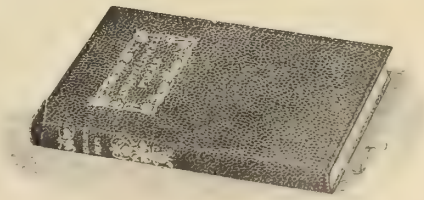
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BOOKS OF THE MONTH

COOKE, JANE GROSVENOR.—"The Ancient Miracle." New York: A. S. Barnes & Co. Cloth, $1.50. In this entertaining story we are introduced into the simple yet strong life of the French-Canadian of Quebec, not the French-Canadian of the cities but the man of the woods, with his home on the outskirts of civilization. The kindly patriarchal priest, the visiting American tourist and his wife, the young men and the maidens, introduced, are all agreeable characters, and we take a personal interest in the love story of the vivacious young schoolmistress.

DELAND, MARGARET. — "The Awakening of Helena Ritchie." Toronto: The Poole Publishing Co. Cloth, $1.50. Miss Deland in this, her latest story, has worked out a strong plot in most dramatic style. Against a background of Old Chester folk and Old Chester atmosphere, she has projected the contrast-



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ing life of a beautiful young woman, not of that region of peace, a woman with a past more or less tinged with scarlet. Helena finds in a little boy, placed in her charge by good Dr. Lavender, something to love at once blamelessly and passionately, and out of the conflict between this love and the tangled web of custom and passion and remorse which holds her to the man who is not her husband, grows the stress and interest of the story.

DOUGALL, MISS L.—"The Spanish Dowry." Toronto: The Copp, Clark Co. Cloth, $1.25. Here we have a fantastic treatment of what is, after all, a simple theme, the charm of the story lying as much in the personality of the principal characters, as they are described by the writers, as in the plot itself. The scene is laid in an out-of-the-way corner of England, where a lame youth and his uncle live a dreamy kind of life. Their seclusion is invaded by relatives of the uncle; there are plots and counterplots; mysterious visits, ghosts and robberies, all colored by the vivid imagination of the writer. Finally things resolve themselves into their natural light and all ends pleasantly.

HAYVE, O. B. — "Foolish Etiquette." New York: John W. Luce & Co. Cloth, 75c. This is the fifth volume in the "Foolish Series" and is full of the same witty spirit which has made its predecessors so amusing. This time the writer (or writers) takes up the conventional things of society and proceeds to make unmerciful fun of them. Especially choice hits are cleverly illustrated by Wallace Goldsmith. There is no corner of convention which is not ransacked and there is advice for every conceivable emergency. He who cannot derive an hour's amusement from this clever little book is certainly a strange being.

HUME, FERGUS.—"The Opal Serpent." Toronto: William Briggs. Cloth, $1.25. The reader early becomes aware that there is some extraordinary mystery about a beautiful opal brooch, which the hero of the story takes with him to London and endeavors to pawn. The old pawnbroker faints when he sees it, while an old school chum of the hero uses every endeavor to get the brooch, finally resorting to violence. The mystery deepens when the pawnbroker is murdered one night and is found with his legs pinned together with the brooch. After that the plot is gradually unravelled.

MARCHMONT, ARTHUR W.—"By Wit of Woman." Toronto: McLeod & Allen. Cloth, $1.25. Paper, 75c. The dashing American heroine of this new tale sets herself the task of clearing her dead father's name of a mysterious cloud, incurred while he was a colonel in the Austrian army. She proceeds to Budapest and begins to outwit prime ministers, bedevil princes, defeat beautiful female spies and twist conspiracies about her little finger. Incidentally she finds in the young heir to the throne an old New York admirer, for whom she has never really ceased to care. The denouement is obvious.

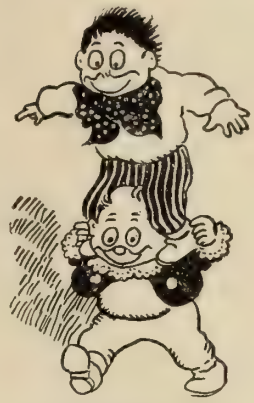
PHILLIPS, HENRY WALLACE.—"Mr. Scraggs." New York: The Grafton Press. Cloth, $1.25. Mr. Scraggs' matrimonial ventures form the basis of the story. Mr. Scraggs, or, to give him his full name, Ezekiel George Washington Scraggs, late of Missouri, later of Utah, and latest of North Dakota, is introduced by Red Saunders, the author's earlier hero. Red says of him: "Scraggsy looks like a forlorn hope lost in a fog; his face makes any other human countenance I ever see look like a nigger minstrel show." Zeke, though melancholy, knows how to tell a good story and the book is very amusing.

WILSON-BARRETT, ALFRED. — "The Silver Pin." Saalfield Publishing Co., Akron, Ohio. Cloth, $1.50. A tale of mystery. A certain George Gordon has been a soldier in South Africa. On his return to London he befriends a young woman, who is supposed by stupid persons to have murdered her betrothed. This piece of chivalry involves Gordon with Scotland Yard, whose minions have accumulated much circumstantial evidence against the girl. The girl, by the way, is the owner of the silver pin. Finally the mystery is satisfactorily solved.


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PUBLISHERS' ANNOUNCEMENTS

During September McLeod & Allen will bring out a new book by Harold Bindloss, author of "Alton of Somasco." The latter was very well received in Canada, especially in the western provinces, where its scenes were laid.

McLeod & Allen report that at present "The Jungle" is selling at the rate of 1,000 a week. They are experiencing great difficulty in keeping pace with the demand.

The author of "The Wizard of Oz," "Queen Zixi of Ix," and the other Christmas juveniles, L. Frank Baum, will again come forward with a holiday book. This time it is "John Dough and the Cherub." It will be published about August 15 by Riley & Brittain Co., of Chicago, for whom McLeod & Allen act as Canadian agents.

Paul Elder & Co., of San Francisco, whose warehouse was destroyed this Spring, announce that they will shortly have their Fall list ready from their New York office. McLeod & Allen will show their books to the Canadian trade.

About the beginning of September McLeod & Allen will publish "The Tides of Barnegat" by F. Hopkinson Smith and "Blindfolded" by Earle A. Walcott.

McLeod & Allen will shortly open up in their large sample room in Toronto, the Fall offerings of the following firms: Bobbs-Merrill Co., Duffield & Co., Life Publishing Co., Moffatt, Yard & Co., New York; Riley & Brittain Co., Chicago, and several other American houses.

The following titles will be found in the list of novels to be issued this Fall by William Briggs: "Sir Nigel," by A. Conan Doyle; "The Call of the Blood," by Robert Hichens; "The Guarded Flame," by W. B. Maxwell; "The White Plumes of Navarre," by S. R. Crockett; "A Midsummer Night's Dream," by H. B. Marriott-Watson; "Profit and Loss," by John Oxenham.

William Briggs will have ready the Canadian edition of Marie Corelli's new novel, "The Treasure of Heaven: a Romance of Riches," about August 20. It will be published in cloth only, at $1.25. A feature of the book will be a photogravure frontispiece of the talented authoress.

Ellen Thorneycroft Fowler's latest story, "Isabel Carnaby in Subjection," will be issued about August 16 by William Briggs. (Cloth, $1.25. Paper, 75 cents).

G. B. McCutcheon's stories are always sure of a good reception by reason of their dainty appearance as much as anything else. The forthcoming novel, "Jane Cable," which is promised for publication by William Briggs in late September, will have a pretty cover and four illustrations in color by Harrison Fisher.

"The Roosevelt Bears," by Seymour Eaton, a large picture book for the youngsters, will be issued about September 1 by William Briggs. Advance orders are good.

The Bobbs-Merrill Company have great faith in the future of "Tarbell's Teacher's Guide to the International Sunday School Lessons," published by them. It is a larger book than "Peloubet's Select Notes," and yet sells at the same price.

The New York office of the Macmillan Company report that the sale of "Coniston," by Winston Churchill, has reached the total of 250,000.

Two new books by Jack London are on the Macmillan Company's Fall list, "White Fang" and "Moonface and Other Stories." The first resembles "The Call of the Wild."

Among the Autumn juveniles of the Macmillan Company may be mentioned "Merrylips," by Beulah Marie Dix; "The Railway Children," by E. Nesbit;" "The Wonder Children," by Charles J. Bellamy, and "Eight Secrets," by Ernest Ingersoll.

Publication of the second and concluding volume of the cheap edition of Morley's "Life of Gladstone," will be made by the Macmillan Company in October. The two volumes sell for $3.50.

"The Invasion of 1910," a thrilling story by William le Queux, will be published in a Canadian edition by the Macmillan Company towards the end of this month. It will have a striking cover which should made it salable.

The Fall list of the Macmillan Company of Canada will include "Chippinge," by Stanley J. Weyman, "No Friend Like a Sister," by Rosa N. Carey, and "The Curious Career of Roderick Campbell," by Jean N. McIlwraith. The last named book is to be a handsome new edition of a meritorious Canadian novel.

It is understood that the contract for printing the new English Church Hymnal has been given to the Oxford University Press. Two years will probably be required for carrying out the work.

On October 2 the Macmillan Company of Canada will bring out their leading Fall book, "Puck of Pook's Hill," by Rudyard Kipling. The book will have 26 full-page illustrations.

"The Adventures of Billy Topsail," a boys' story of the sea, by Norman Duncan, author of "Dr. Luke of the Labrador," will be ready about September 1. The Fleming H. Revell Company are the publishers, and the book will be issued in cloth at $1.50.

About the end of September the Fleming H. Revell Company will publish "The Undertow," by Rev. Robert E. Knowles, of Galt, author of "St. Cuthbert's."

McClure, Phillips & Company, New York, have recently published "Letters to a Chinese Official," by William Jennings Bryan, a reply to the famous volume which has attracted such widespread attention both in England and America, "Letters from a Chinese Official," in which the ideals and state of civilization of the western world were criticised from an Oriental point of view and in comparison with Chinese standards.

Laird & Lee, Chicago, have just brought out a new book by Opie Read, entitled "By the Eternal," which deals with an early period in American history.

The series of paper-bound novels for Colonial circulation, issued by T. Werner Laurie, of Clifford's Inn, London, is growing in interest as well as in number. In every respect, save that of binding, these novels are on a par with the 6s. editions, no difference being made in paper or type. Three recent additions to the series are "The Cubs," by Shan F. Bullock; "Tangled Trinities," and "The Evil Eye," both by Daniel Woodroffe. Mr. Bullock seems to have put his whole heart in this story of boyhood in Ireland, and has made it full of humorous escapades and adventures. The volumes by Daniel Woodroffe deal with the social side of life, "The Evil Eye" being a tale of more than usual interest, representing English life in Malta. A commendable feature



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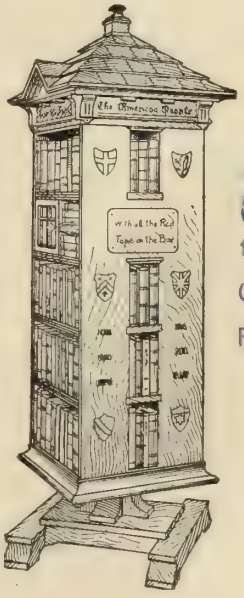
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The Westminster Co. announce for publication on September 1 "The Silver Maple," by Marion Keith, author of "Duncan Polite." The new novel has been running serially in the Westminster during the past Winter and has been declared by critics to be superior to its author's first book. As sales of the latter already total 3,000 in Canada, there seems ground to hope that the new book will achieve a great success.

The Poole Publishing Company are placing on the Canadian market an edition of "The Awakening of Helen Richie," by Margaret Deland. This is considered a very remarkable novel.

"The Spoilers," by Rex E. Beach, still continues to sell well. The Poole Publishing Company report large sales for both it, "The Conquest of Canaan," and "Nancy Stair."

The Copp, Clark Co., Toronto, will have ready early in September "The Prisoners," by Mary Cholmondeley. This interesting story has been running serially in a popular American periodical, with illustrations by Christy.

"The Dream and the Business," by John Oliver Hobbes, is another of the early Fall publications of The Copp, Clark Co. which will be issued in September.

During the past month The Copp, Clark Co. have issued "The Woman at Kensington," by William le Queux; "The Corner House," by S. M. White; "That Preposterous Will," by L. G. Moberley, and "The Spanish Dowry," by L. Dougall.

CANADA—THE NEW NATION.

CANADA'S destiny is being perceived by the nations. No longer is it a wilderness, a land of immense reaches of unoccupied territory stretching into the Arctic Circle. It has ceased to be a creeping child playing about the doorstep of the United States. Canada looms up big in the eyes of the world to-day.

While Canada delights to be thus appreciated, there is one country whom she particularly wishes to have know her at her true worth—the Mother Country, England. English people have not been in the past too diligent in giving to Canada an intelligent, well-informed attention, but things are changing, have changed, and there is a keen desire to know more about the colony whose future promises to be full of glorious attainments.

The recent heavy outflow of English emigration Canadawards is, perhaps, the most conspicuous and convincing evidence of this newly awakened interest. Every year it is confidently expected that this movement will increase. The overcrowded urban districts, the confessed and widespread poverty, the gloomy industrial outlook—all this, with the relief so readily secured by a transference of England's poor and unemployed and dissatisfied to Canada, ensures a continuous and increasing attention to this rich and practically unpeopled land.

It was on behalf of the prospective emigrant and settler that the Standard, one of London's great newspapers, sent in the Spring of 1905 Mr. H. R. Whates, a trained journalist, to Canada, to investigate at first hand conditions and opportunities as these related to the British emigrant. Thus were contributed to the Standard a series of articles on such subjects as "In Search for Work," "Life in a Lumber Camp," "The Demand for Farm Hands," "Life on the Prairie," "The Finding of a Homestead," "The Cost of a Free Farm," "The Great Clay Belt," "Why Not an Imperial Immigration Policy?"

It must be said that Mr. Whates has done his work well. He has reported on conditions and opportunities with a praisworthy fidelity to facts and a proper appreciation of the needs of Canada. He has, unfortunately over-emphasized the cold of Canada's Winter, but one must expect a wail from an Englishman who leaves the comparative mildness of England to be speedily transferred into the biting cold of St. John in February, and whose western journey takes him through the New Brunswick woods on a sled, over the bleak wastes north of Lake Superior, into the rawness of a prairie Spring.

These studies of Canadian life were deemed worthy of re-publication in book form, revised and amplified, with the title "Canada, the New Nation—A Book for The Settler, The Emigrant and The Politician." Messrs. J. M. Dent & Co. are the London publishers, and the volume they have issued is an excellent piece of bookmaking, well and attractively bound, printed on good paper, and illustrated helpfully. It is published at 3s. 6d.

Mr. Whates has used this opportunity to add several new chapters of a political character, their designations being as follows: "The Republican Tendency," "Aristocracy and the Monarchial Idea," "The Idea of Nationhood," "Nationality and Fiscal Freedom," "Treaty Powers and Imperial Development," "Canada and the English Fiscal System," "Some Tendencies in Religion."

This new section is much less satisfactory than the first part. It is speculative and theoretical, and not too well digested. It reveals the assertive Englishman, with a bias for free trade and for the established church. It is marred, too, by serious errors of fact. It discloses an insufficient acquaintance with the Canadian mind, both as it is concerned with things domestic and things imperial. No foreigner can in a five months' visit to an unfamiliar country, especially so vast a country as Canada, estimate its people aright. It had been better for the sake of the early part of Mr. Whate's book had Part II been omitted, or else published separately, on the principle that a chain is not stronger than its weakest link. Moreover, the settler and emigrant, on the one hand, and the politician on the other, are so entirely distinct in their purposes and points of view, that messages to each should not be mixed. The blending of the practical with the speculative makes for weakness, not strength. Another fault to be noted, minor it is true, is the language of the author. His is not the simple speech likely to be readily understood by the class of emigrants who are leaving England for Canada, and for whose especial benefit the book was written; it is rather the language of the statesman, of the cultured journalist, of the thinker and student.

"Canada, the New Nation," is a book every thinking Canadian will enjoy reading, even though he may not agree with everything it contains. Its positive merit entitles it to an attentive perusal, and its suggestiveness will stir up the mind to a better and more intelligent appreciation of national issues.

JOHN C. KIRKWOOD.

THE TASTE OF THE READING PUBLIC.

SPEAKING of cultural progress, it is pleasing to be able to record a distinct advance in the taste of the American reading public. For some little time the publishers have been remarking a growing demand for works of serious interest, biographies, histories, economic treatises, and the like, and have responded to this demand by a greater output of such publications. In the case of heavy importers, like the Macmillan Company, Charles Scribner's Sons, and E. P. Dutton & Company, it is noteworthy that, among their importations, works on art and music and books of a historical or biographical character predominate, fiction being relegated to a wholly subordinate position.

In fiction more discrimination is displayed. The demand for the purely amusing continues, of course, as it needs must in a sound organization of society, and such writers as Harold MacGrath and George Barr McCutcheon may confidently look forward to a prolonged lease of favor. But there has also appeared a wider recognition of the value of novels which instruct while they entertain, in evidence of which may be cited the hearty reception accorded works on the order of "The House of Mirth" and "The Marriage of William Ashe." No longer a complicated plot, a clap-trap sentiment and vapid dialogue suffice. There need be no didactic purpose, but there must be strong characterization, a realistic idealism and clear visualization. All in all, growth is plainly manifest.—Success.

COMIC JUVENILES.

THE various amusing characters which appear in the comic supplements of the big American Sunday papers are now introduced to the public in a series of books published by the Frederick A. Stokes Co., of New York. This year nine new volumes have been issued supplementary to the Buster Brown and Foxy Grandpa books of last year. In the new series there are two new books on Buster Brown and Foxy Grandpa, respectively, while we are introduced for the first time to Happy Hooligan, the Katzenjammer Kids, and several others. The retail price of these books is only 60 cents, from which there is a liberal discount to dealers. Copies of any of these books once shown will be sure of an immediate sale, as nothing funnier has been published for many years.

NEW ITALIAN NOVEL.

The Copp, Clark Co. announce for early publication "The Saint," by Antonio Fogazzaro, the Italian novelist, author of "Malombra" and other novels.

The biggest book in the world has just been found in the British Museum, where, in the National Gallery, it lay unnoticed many years. The huge volume is a Dutch tome containing maps and descriptions of the world as it was known to the Dutch geographers of 1650. It is as tall as the average man, being 5 feet 10 inches high and 4 feet 8 inches wide. It is superbly bound and decorated with gilt tooling and gold clasps. The gigantic title page is hand illumined, the initial letters being of gold. The great volume was presented to King Charles II before his departure from Holland to come to England to claim the throne in 1660. The book came into the possession of George III, who presented it with his library to the British Museum.

A NEW BOOK

By **Marie Corelli**

The Treasure of Heaven

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The book contains as a frontispiece the first official portrait of the author.
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NEW EDITION OF STANDARD WORK.

CHAMBERS'S CYCLOPAEDIA OF ENGLISH LITERATURE. New edition by David Patrick, LL.D. 3 vols. Cloth, £1 11s. 6d. Half morocco, £2 5s. A history, critical and biographical, of authors in the English tongue from the earliest times to the present time, with specimens of their writings.

It is a trifle over 60 years since Dr. Robert Chambers began the preparation of the first edition of this splendid work, his aim being to present a comprehensive survey of English literature by a series of extracts from the more memorable authors set in a biographical and critical history of the literature itself. Since then the increasing supply of new material for selection and the continued activity of accepted authors, and all that is implied in the unabated continuity of the literary life of the nation, have rendered necessary a much more thoroughgoing revision and reconstruction. A completely new edition therefore is many times welcome, carrying out, as it does, the original plan even more perfectly and including the biographies and sketches of the works of the most prominent present-day writers.

Although originally published in parts, the new edition of Chambers's Cyclopaedia has just been issued in three volumes (cloth) at 10s. 6d per volume. Volumes one and two contain much valuable matter relating to the earlier period of Anglo-Saxon literature, and volume three opens up a newer and perhaps to us a more interesting period, the 19th century. In turning its pages we naturally look with expectation to the section devoted to English literature in Canada, and we experience a slight feeling of disappointment in finding that Canada's literary effort is dealt with in some four pages. Here we find brief synopses of the works of William Kingsford, the historian; Goldwin Smith, Dr. W. H. Drummond, Sir John Bourinot, Chas. G. D. Roberts, Sir Gilbert Parker, Bliss Carman, Ralph Connor, and one or two others. Over 100 pages are given to American literature as represented by 118 writers. Among those of more recent date are Richard Harding Davis, Kate Douglas Wiggin and Mary Johnston.

In a work of this kind, which is essentially a history, it would be out of place, even if it were possible, to attempt to deal with contemporary writers as freely and as fully as with those of the past, and the limits of the volume debar it from allotting to the more numerous writers of the present day, whose best work, it may be, is not yet given to the world, the same amount of illustrative quotations as has been conceded to the older writers. But, even so, it has been found possible to furnish by no means incomprehensive surveys of the works of existing writers, such as Rudyard Kipling, Conan Doyle, Anthony Hope, J. M. Barrie, Chas. Algernon Swinburne and other men of the moment.

The editor and publishers have been fortunate in being able to secure the services of distinguished men whose names will be found appended to their articles and who have contributed the large body of critical work to which this volume owes its main interest. In this connection we might mention that Lord Tennyson personally revised the article on his father and chose the selections to be presented in illustration of it. Mr. Barrett Browning co-operated with the writer of the article on his father and mother (extending over 18 pp.) and Mr. Theodore Watts Dunton gave much valuable advice in regard to other articles than the three important ones he himself contributed. Mr. John Morley revised the article on John Stuart Mill, and President Schurman of Cornell University and Mr. W. P. Garrison of the New York Nation have given advice in regard to some of the important American articles.

To sum up and represent the scope of this cyclopaedia, we would say that volume one covers the period from before the Norman Conquest till after the Puritan movement and the Restoration, with notes on and specimens of the works of over 370 men of letters. Volume two covers the 18th century, and with 487 biographies and extracts furnishes a complete survey of the literature of Great Britain down to the beginning of the 19th century. In volume three 680 writers of poetry and prose receive due recognition, bringing the chronicles of English literature down to the latest possible moment. This cyclopaedia is indeed a treasure house of literature, a mine of information, which will be greatly sought by students and book lovers and those who hold dear the traditions of the English tongue. Specimen pages and press notices in pamphlet form have been issued by the publishers and are now ready for distribution to the trade.

GROWTH OF TABARD INN LIBRARY.

PROGRESSIVE Canadian booksellers and stationers are realizing the advantages resulting from the installation of a Tabard Inn Library. The library is not only a strong feature for attracting trade, but is highly profitable in itself. It is sold outright at fair prices and every possible aid is given booksellers to make it a decided success. An attractive bookcase is furnished free with every order, and a large revolving case is given with a two-hundred book library.

The profit possibilities are easily seen, as in no case does the book cost over a dollar and is always sold outright to a member at $1.50, giving a clear profit at the start of at least 50c. Exchange fees are usually 5c., and mount up so rapidly that the library is practically paid for within a month.

The selection of the library is of prime importance, and the complete book list given to choose from includes all the best books published during the past two or three years in all lines of literature. An advantageous arrangement is made so that a bookseller operating a library may change books at all times at a cost of 5c., or may renew the entire library. Every book is enclosed in the well-known Tabard Inn case. Full particulars will be gladly furnished and every help given on application to the Tabard Inn Library, 596 St. Catharine street west, Montreal.

AN IMPROVED LINE.

THE display of books being made this year by Hurst & Co., of New York, shows considerable improvement in quality, while at the same time prices have been maintained at a popular level. They have introduced several new series which are bound to prove popular with the general book trade, especially during the holiday season.

The series known as Hurst's Padded Poets is a line that combines quality and cheapness to an extraordinary extent. This series is bound in mottled calf with dainty floral effects. It includes all the world's most famous poets, from Shakespeare to Kipling, and each volume contains a portrait of the author.

The new Canterbury edition of the poets consists of twenty-five volumes, daintly bound in white art cloth

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Another new departure this year consists of special series of different authors in uniform binding. The authors include such popular writers as L. T. Meade, Mary J. Holmes, G. A. Henty and Horatio Alger. All these books are listed at 50 cents. Each has its title printed on both side and back, which is an improvement on the former productions of this firm.

Hurst & Co. have recently bought the plates of the Gunter books and have now issued thirty-five of them in a good cloth edition which sells at the same price as the original books sold in paper.

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One of Warwick Bros. & Rutter's Original Indian Cards.

An attractive new series is called the Magnolia Library, which includes popular fiction by popular authors. The books are bound somewhat after the style which made Nedra so attractive, while they retail at only 25 cents.

In 16-mos. they have issued two new lines, the Halcyon Classics in white covers and the Fleur de Lis series in dark covers, to retail at 25 cents each. The Boys' Own Library contains a long list of juvenile in fancy bindings in the same size.

A novelty this year is the Gem series of sets bound in half calf, five volumes in a set. These are remarkable value at $1.50 for the five volumes.

A HUGE BUSINESS SHOW.

STATIONERS in all parts of Canada and the States are looking forward to the coming National Business Show, which takes place this Fall in the largest exposition building in the States, namely, Madison Square Garden, New York City, October 27th to November 3rd. Never before in the history of trade shows has there been such a demand for space, and so much interest stirred up among the general public as well as the trade. This coming Business Show will be a great attraction for any stationer who is anxious to keep up to date with his lines, at the same time enabling the stationers and specialty dealers to look at exhibits from all parts of the world, many of which have never before been exhibited.

Owing to a number of requests by manufacturers of post cards, the management have laid aside a department to be called "The Post Card Exhibit," in which will be represented a complete line of post cards by the leading manufacturers from all parts of the United States and abroad. The post card craze has struck the States more than any other craze has done for years.

Nearly every line will be thoroughly represented at this coming National Business Show, and the present prospect is that this exposition will have the greatest stationery show ever achieved.

The general arrangements for the Fall show are progressing very rapidly, and those who have not already engaged exhibition space will have to hustle in their applications or get left. So great has been the demand for space that the management has had to arrange to throw open the great restaurant and also use every available square foot of space, much of which has never before been used for exhibition purposes. In many cases the entire arrangements of the building will be temporarily changed to meet the emergency.

During the recent New York convention of National Association of Stationers and Manufacturers, the parting word was that they would see each other again in the Fall at the Business Show. It would pay every stationer well to take a week off and be on hand to look over this mammoth exhibition of office appliances and business devices, any one of which would make an excellent line to handle.

Arrangements will be made for railroad, hotel and other rates, announcement of which will be made later.

CAN CUT PRICES.

ACCORDING to a recent decision of the United States Court of Appeals, a department store possesses the right to sell copyrighted books at prices less than those fixed by the publishers. This decision was handed out in the suit of Charles Scribner's Sons against R. H. Macy & Co. It will probably be appealed on the ground that the constitutional rights of authors are being invaded thereby.

There has been a long wrangle on this subject between Macy & Co. and the publishers, who compose the American Publishers' Association. On the face of it, it would appear that as long as a department store or any other store pays the publisher the price asked for by the latter, it should be at liberty to sell the book at any price it chooses. Of course this is demoralizing to trade but if the wholesale price is sufficiently stiff there should be little difficulty in keeping the retail price at a reasonable level.

THE MUSSON BOOK COMPANY'S ANNOUNCEMENT

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Author of "When it Was Dark," "First it was Ordained," etc.

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BOOK PRICES AND IGNORANCE.

SOME little time ago Mr. Andrew Lang was urging on English publishers the consideration of the French system of issuing new books at three shillings in paper wrappers, and mentioned the fact that commercial houses still address letters to the "Port of Moscow," as having some connection with his assertion that "people do not read." Now, there is a great deal of nonsense talked to-day about people not reading. The public does read, and even if it chiefly reads the newspapers, still it is in the way of acquiring much valuable information and some genuine literature as well. Mr. Andrew Lang writes much in the newspapers. Rather do people read too much, and fail to take that bovine leisure for the chewing of the cud of their reading, which is more important than the reading itself. I would set down to insular self-sufficiency the ignorance in respect of "Port of Moscow" (which is news to me), just as the average American is not aware of the fact that the postage on a letter to England is five cent. In many ways the Yankee is more insular than we Islanders. As a provincial editor for some years, I must have answered several hundreds of times the question, "Is London a seaport?" and "Is England a peninsula?" But these questions did not arise from want of reading; from want of understanding rather. As to cheapening books on the French plan, I have never believed in it. Books are better published in a good binding, as thus are publishers always on their mettle for improving the appearance of their volumes, and it saves the buyer a good deal of trouble to procure his book tastefully bound, instead of having to take it to a binder to clothe for him. As a matter of fact, an English book, well bound, which sells at 4s. 6d, is cheaper than a French book in paper wrapper at 3 francs 50 cent.—"J. A. H." in the Bystander.

SOME ATTRACTIVE TITLES.

ANNOUNCEMENT is made in this number of the Fall books of Duffield & Co., New York, the successors of Fox, Duffield & Co. Among them may be noted a new volume from the pen of that clever British officer, Capt. Harry Graham. This time he writes of "Misrepresentative Women." The book is uniform with his "Misrepresentative Men." Another beautiful edition is that of Frankfort Moore's "Jessamy Bride," illustrated in color by Allen Gilbert.

In the juvenile list there is a new edition of "Mother Goose," illustrated in color; "The Punch and Juddy" book, also illustrated in color; "Little Nemo in Slumberland," reproduced from the New York Herald, and "Boys and Girls from George Eliot."

In addition there are two books by George Brandes, and a text book on "Bridge," by Anna B. Shelby.

CONCERNING BOOK TITLES.

SHAKESPEARE, according to Mr. Shaw, titled his plays clumsily. "As You Like It," "All's Well," "Twelfth Night," and "Measure for Measure" were, I believe, christened with a shrug of the bardic shoulders, on the supposition that any old title was good enough for a mere comedy. The modern novelist, contrariwise, is very careful over his title. You get grandiloquent phrases, "Giant Circumstance," "First it was Ordained," which suggest ponderous texts; paradoxical titles like "A Married Bachelor," blasts of candid incongruity like "The Sphinx's Lawyer," alliterative examples (by the score) such as "The Sinnings of Seraphine," "A Romance in Radium," "The Crimson Corridor," "Love and Lordship," "The Purloined Prince," etc.—each one indicating that, unlike Shakespeare, the author has troubled to make his title effective. But I regret to record, in the result, that rarely has the book itself shown a corresponding ingenuity. Truth to tell, the excellence of the text seems to vary inversely with its title, and the best books that have come my way lately have had uninspired, and often meaningless, titles.—Vivian Carter in the Bystander.

CROWELL'S 1906 LIST.

TO the dealer who wishes to stock up with a varied and attractive list of standard works the offerings of Thos. Y. Crowell & Co. are particularly attractive. Since last Fall several new series have been added, while the old favorites have been considerably amplified.

Crowell's various editions of the poets hardly need an introduction to the trade to-day. The Windermere edition contains all the popular poets, finely printed with frontispieces and two-colored title, bound in soft-padded leather. The Cameo edition, a trifle more expensive, with cameo inset of the author's picture on the side of the cover. The thin paper poets in which complete texts are condensed into small compass. These are bound in fine limp leather and sell at $1.25 per volume.

There are half a dozen different series of classics, both prose and verse, ranging from Heidelberg classics bound in three-quarter leather, at $1.75, to the Gregory classics in limp leather at 75c. a volume.

In addition to these series there is the usual assortment of picture books for the children and libraries of popular fiction.

BOOKS AND THEIR COLORS.

I HAVE long had it in my mind to say a word on the color of book covers, a matter that exercises the thoughts of publishers more than the ordinary reader might suppose. Even the books of our novelists, whose reputations are established beyond all such adventitious aid as the outward attractiveness of their works, are usually issued in some distinctive binding. Miss Corelli's books are generally bound in blue cloth; Mr. Hall Caine's in a ruddy brown, Mr. Barrie's in dark blue buckram (thick boards and bulking paper, as they are all so short); Mr. Crockett's, invariably, in dark green. but, generally speaking, the color which publishers believe in is red. I would venture the guess that seventy-five per cent. of the novels issued last year were bound in red. It is supposed to be the most serviceable color, as it does not soil readily, and is always noticeable. In a word, it is the "lucky" color; but the fact that it is so greatly run upon would suggest that any color which would be in contrast ought now to attract attention. It is seldom wise to produce a dainty book that is liable to soil—say, in white linen—as the bookseller will not stock it. I have known of several excellent works which were failures for this reason.—"J.A.H." in the Bystander.

The Summer number of the Graphic, published on July 16, contained an admirable selection of short stories by Katharine Tynan, J. B. Harris-Burland, Edgar Wallace, Tom Gallon, Bernard Capes, and other first-rate writers, while illustrations and humorous pages were contributed by such well-known artists as Edgar Bundy, C. E. Brock, Hilda Cowham, and W. Ralston. The presentation plate was a beautiful reproduction in colors of Reginald Pannett's charming picture, "Summer Roses," and the colored cover was an attractive picture of a Norwegian child, "Little Thora," from a photograph by Solveig Lund.

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HOW PLAYING CARDS ARE MADE.

LAST year more than 57,000,000 packs of playing cards were printed and sold at a profit by the manufacturers in Great Britain, France, Germany and the United States. Industrially regarded, the playing card business is one of the best manufacturing adjuncts to the world of workers. As a contributor to the revenues of those countries where cards are produced in quantity, says the Chicago Tribune, it is a gold mine.

At the same time, however, the expert player who is making a record at cards, or who has a desire to win money at the gaming table, finds little use for a card costing more than 25 or 35 cents a pack. His objection to the finer card is that it doesn't "feel" right and shuffles too easily. For the card "sharp," too, a card which has the standard back serves his illicit purpose of "marking" better than the most elaborate of "art" backs that can be designed in gold and colors. Incidentally, too, the necessities which the players feel for a frequent renewal of the pack makes the item of expense for hand-made cards seem useless in whist games, where some one of the four players is likely to ask for a new deck after two or three games at the most. Cards at retail may be bought for 10 cents, 15 cents, 25 cents, 35 cents and 50 cents a pack.

Considering the hand-made cards that cost from 75 cents to $1 a pack, it is interesting to remark that whatever elaborate departure may be made in the artistic effects of the back, the consuming public will have no change made in the conventional card face, which has been in use for more than fifty years. This card face, as an expression of artistic design, is considered far below the standards of the designer of the present time. For the person who will afford a Bible in an edition du luxe up to $15, or even $20, the standard card face is quite enough to satisfy his artistic temperament. Time and again some enterprising card manufacturer who has made a hit with a novelty in a card back has tried to make the face of the card meet in artistic measure—and has failed. Not even the variation of the card spots will be tolerated; not even the "squeezer" mark in the corners may be altered. The player's first wish is that he shall recognize a card the instant that he turns its face, and to do this he insists upon the card face as it has stood for half a century at least.

That the back of a card shall not soil easily is one of the first desideratums of the player. In many of the ornate backs that have been put on the market there is too much light surface to carry the imprint of a finger. Then in the cardboard base there are two sheets of paper pasted together, making the hand-made card too thick, while the double coat of enamel with its composition "slip" makes it too smooth for handling by the player, who does not stick always to this style of card.

The cheaper cards are printed from a continuous roll of cardboard, the backs printed first and the faces last, afterward covered with a coat of enamel which has the "slip" introduced by secret process. The hand-made article is made virtually a deck at a time from a flat sheet of cardboard. On this the backs are printed first upon the first coat of enamel, then the faces are printed upon the enamel, each color on back and face necessitating its separate imprint, and when these coats have dried another coat finishing the card with enamel and "slip" is applied front and back. Another drying process prepares the cardboard with its fifty-two imprints ready for the punches.

It is in punching the card from the strips into which sheets are cut that the highest degree of precision must be reached. The card punch fits into the die as closely as polished, tempered, sharpened steel can be made to fit, and after the punch has been perfected the greatest care must be taken of it in preserving the edges, so that not the slightest abrasion or irregularity shall exist in a pack of cards after they are assembled.

Only one punch can be used in cutting a pack. There may be 100 punches at work in the factory, but not one of these can cut a card effectively for the completion of a deck cut by another punch. Somewhere in the edge of such a card an unevenness would serve to identify it is the hands of a man who might try to use the pack into which it was placed. Punching the fifty-two cards of the deck with the same sharp punch, however, the result is a smooth, even surface as unintelligible to the touch as the faces or backs of the individual cards themselves.

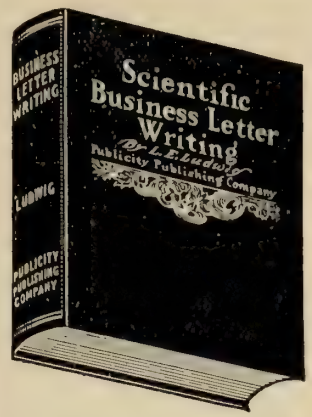
When a card pack of good grade has been as carefully printed and cut as is possible, there is still the closest inspection of each card entering into the box. No spot or misprint on face or back, no roughness of edge or any possibility of unevenness of width is allowed to pass. But when all these precautions have been taken to the best of expert skill, the man who is a past master of cards may mark a deck inside of three minutes' play until any card he may need in the game is his for the looking at the back of it.

This fact, together with the superstitions of card players in general, does more for the playing card business than almost anything else. If even the characters of the players in any game are irreproachable, this element of superstition appeals to some players. For instance, one has a run of bad luck with a pack of cards having a red back, he is likely to lay the fact to the color and to ask for a blue back, or a green one, or for one having some color combination in which he has thought to have discovered "luck" in times past.

In many of the great card tournaments where whist is played no pack of cards ever is used a second time. It plays one game and is thrown aside, however serviceable it may prove to amateurs, into whose hands there are possibilities of its falling.

INGENIOUS ENVELOPES.

A VERY ingenious contrivance is the envelope devised by George N. Renno, of East Pittsburg, who has assigned one-half of his interest in the same to Frank Stewart of Wilkinsburg. Renno claims that by the use of his envelope it is utterly impossible to open the same without being detected. This, of course, would be of the utmost value in transmitting valuable papers and letters. It is pointed out that the invention is simple in construction, strong and durable, and is not expensive to manufacture. The envelope consists of a body portion having end flaps, a side flap and sealing flap, this latter having slots formed in it. The end flaps have tongues extending upwardly and the side flap having a tongue also extending upwardly. All these tongues carry adhesive material, and when the parts are folded so as to form an envelope of the shape of the ordinary one now in use these three tongues form one, that are fastened together by the adhesive material. This combined tongue passes through the two slots of the sealing flap and is secured within the envelope by being bent downward. By pressing the front and rear faces of the envelope together the three-ply tongue is firmly sealed in engagement with the envelope upon the interior thereof. The tongues having pointed ends can be easily adjusted, and it is pointed out that the whole can be quickly and easily sealed when it is to be used. The sealing of the ends of the tongues within the envelope prevents the latter from being steamed to melt or liquify the adhesive material, whereby the envelope may be quickly opened.—Commercial.



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Melody of Song. For piano. By Sidney Talbot, Op. 3. Sidney Talbot, Victoria, B.C.

Pembroke street, Looking West from Peter street. Registry Office, Pembroke, Ont. Chart House, Pembroke, Ont. Photos. M. E. O'Gorman, Pembroke, Ont.

Don't Do That. Song. By Pete Detzel and F. H. Losey. Vandersloot Music Publishing Company, Williamsport, Penn.

Uncle Remus, Brer Rabbitt and the Partridge Nest. Pictures. The Canada Newspaper Syndicate, Limited, Montreal.

I Wonder if Your Heart is Still the Same. Song. Words by Ethel Tillson. Music by Chas. E. Hart. Jerome H. Remick & Company, New York.

Brown of Harvard. Waltz. By Louie Maurice. Will Rossiter, Chicago.

The Makers of Canada. Count Frontenac. By William D. Le Sueur. Book. Morang & Company, Limited, Toronto.

Dowler's Guide to the City of Calgary and Suburbs. Guide. Leo. Dowler, Calgary, Alta.

On San Francisco Bay. Song. Words by Vincent Bryan. Music by Gertrude Hoffman. Jerome H. Remick & Company, New York.

The Auerbach System for Pricing Goods. Book. Marcus Auerbach, Montreal.

Durham, Frontenac, Hastings, Lennox, Addington, Northumberland, and Prince Edward Counties, Directory, 1906. Union Publishing Company of Ingersoll, Ingersoll.

Gravure d'un Savant. Gravure. Dr. R. Villecourt, Montreal.

Happyland. Waltz song. Words by Will Miles. Music by Horace E. Dowell, W. Miles, H. E. Dowell, and Alex. Sloan, Winnipeg.

Methode Pratique de Lecture-Ecriture. Par T. Rochon. Deuxieme livre. Librairie Beauchemin, Limitee, Montreal.

Electrical Conductors. Book. Edward F. Sise, Montreal.

Les Mines de Quebec. Guide Theorique et Pratique du Chercheur, de l'Exploitant et du Mineur, Suivi d'un Precis d'Histoire et d'un Commentaire de la Loi des Mines. Par Andre Leroy. Livre. Andre Leroy, (Arthur Lemont) Quebec.

Registre et Journal d'Appel. Livre. J. E. Mercier, Levis, Que.

Brother Bear's Big House. Pictures. Canada Newspaper Syndicate, Limited, Montreal.

Buster Brown, Mary Jane, and Tige. Picture. Canada Newspaper Syndicate, Limited, Montreal.

Isaac Rolling Mud and Paul Two Young Man. Photo. Byron Harmon, Banff, Alta.

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Morley Beaver Squaw, and Papoose. Photo. Byron Harmon, Banff, Alta.

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The Brilliants. A caprice. For piano. By Fred C. Fisher. Whaley, Royce & Company, Limited, Toronto.

Logie O'Buchan. For piano. By Eugen Woycke, Op. 57. No. 1. Whaley, Royce & Company, Limited, Toronto.

Robin Adair. Within a Mile of Edinburgh Toon. Bonnie Laddie, Highland Laddie. The Ewe Bughts. Caller Herrin'. A Hieland Lad. Ye Banks and Braes. The Campbells are Coming. Annie Laurie. The Lass o' Gowrie. Scots, Wha Hae Wi' Wallace Bled. For piano. By Eugen Woycke. Whaley, Royce & Company, Limited, Toronto.

I'm Trying so Hard to Forget You. Song. By Ben Jerome. Harry H. Sparks, Toronto.

Florentine. Waltzes. By Josef F. Lamb. Harry H. Sparks, Toronto.

School Room Practice. Arranged by J. A. Dickinson and David Young. Book. The Copp, Clark Company, Limited, Toronto.

There's a Room to Rent in my Heart for You. Song. Words by Harry L. Newton. Music by Hampton Durand. Will Rossiter, Chicago.

Love's Consolation. A meditation for piano. By Geo. L. Spaulding. Will Rossiter, Chicago.

The Canadian Law Times Annual Digest of Canadian Cases Reported and Noted During the Year 1905. Edited by Edward B. Brown, B.A. Book. The Carswell Company, Limited, Toronto.

Nouhika. Indian intermezzo two-step. Par Wilfrid Beaudry. Wilfrid Beaudry, Quebec.

Dixie Blossoms. Two-step. By Percy Wenrich. Jerome H. Remick & Company, Detroit.

Autumn. The Woods are Ablaze. By Neil Moret. Music. Jerome H. Remick & Company, Detroit.

Le Secret de la Marquise ; et Un Homme d'Honneur. Par Adele Bibaud. Suivi des poesies Canadiennes de Michel Bibaud. Livre. Adele Bibaud, Montreal.

Smily's Canadian Summer Resort Guide, 1906. By Frederick Smily. Book. Frederick Smily, Toronto.

I Like You, Too. Song. Lyrics by Harry Williams. Music by Gertrude Hoffman. Jerome & Company, New York.

The Circuit Guide. No. 23. Book. Archibald Young Blain, Toronto.

The Lily Maid. A cycle of seven songs with piano accompaniment. Words by Gertrude Rogers. Music by Alexander Von Fielitz. Op. 84. The John Church Company, Cincinnati.

Cleveland News. March and two-step. By J. S. Zamecnik. H. N. White, Cleveland, Ohio.

Canadian Electrical Association Question Box. 1906. Book. Adolphe Alfred Dion, Ottawa.

Selections from Wordsworth. Edited, with notes, by Alexander Mowat, B.A. Morang & Company, Limited, Toronto.

The Heroes. Complete. By Charles Kingsley. Edited with notes by John C. Saul, M.A. Morang & Company, Limited, Toronto.

Tanglewood Tales. Complete. By Nathaniel Hawthorne. Edited with notes by John C. Saul, M.A. Morang & Company, Limited, Toronto.

Hitlofi Grafist. By Iven Hitlofi. Book. Iven Hitlofi, Toronto.

Impressions d'un Passant (Amerique — Europe — Afrique.) Par l'Abbe V. A. Huard. Livre. Victor Alphonse Huard, Ptre, Quebec.

Hearts and Masks. For piano. By Leo Friedman. Jerome H. Remick & Company, Detroit.

The Care and Repair of a Watch. Book. Henry Birks & Sons, Limited, Montreal.

The Canadian Girl. Picture. The Canadian Rubber Company, of Montreal, Limited, Montreal.

Orkney Lullaby. Words by Eugene Field. Music by Reginald de Koven. The John Church Company, Cincinnati.

Fiddle-Dee-Dee. Words by Eugene Field. Music by Reginald de Koven. The John Church Company, Cincinnati.

Swing High and Swing Low. Words by Eugene Field. Music by Reginald de Koven. Op. 117. No. 2. The John Church Company, Cincinnati.

Little-Oh-Dear. Words by Eugene Field. Music by Reginald de Koven. The John Church Company, Cincinnati.

Nightfall in Dordrecht. Words by Eugene Field. Music by Reginald de Koven. The John Church Company, Cincinnati.

Guilty. (Forgiven-Reclaimed). A Canadian Story from Real Life. By Lance Bilton. Stuart Taggart (Lance Bilton), Ottawa.

Investigate Vancouver, British Columbia. Print. The Vancouver Hundred Thousand Club, Vancouver, British Columbia.

What's the Use of Anything. Words by Harry Williams. Music by Egbert Van Alstyne. Jerome H. Remick & Company, New York.

What's the Matter With Our Team. Words and music by Vincent Bryan. Jerome H. Remick & Company, New York.

The Insurance Holder. Arthur Gate, Toronto.

Cayuga. Two-step. By W. H. Hodgins. Music. W. H. Hodgins, Toronto.

Marriage Certificate and Marriage Service. By James Rollins. Book. James Rollins, London.

Silver Leaves. Intermezzo. For piano. By Hampton Durand. Will Rossiter, Chicago.

Flora Dora. A stirring march song. Words and music by W. R. Williams. Will Rossiter, Chicago.

Bank Legal Guide, 1906-7. Book. McPhee Bros. & Bayley Company, Montreal.

Keep on Praying. Hymn. Words by F. W. Vandersloot. Music by Mabel F. Gohl. Vandersloot Music Publishing Company, Williamsport, Pennsylvania.

La Grammaire. Par Eugene Labiche. Edited with notes and vocabulary, by John Squair, B.A. W. J. Gage & Company, Limited, Toronto.

History of Canada for use in Public Schools. By Maria Lawson. Edited by A. H. Reynar, M.A., LL.D. W. J. Gage & Company, Limited, Toronto.

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The Teacher's World. Book. The Educational Publishing Company, Limited, Toronto.

The School Trustee. Book. The Educational Publishing Company, Limited, Toronto.

The Englishman in Canada. Book. Henry James Morgan, Ottawa.

Free Guide and Map of Winnipeg. Book. Spencer Bartlett, Winnipeg.

Menomene Valses. Hattie Spratte, Parry Sound.

BEST SELLING BOOKS OF THE PAST MONTH.

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BELLEVILLE.

1. "The Jungle," by Upton Sinclair. McLeod.
2. "Lady Baltimore," by Owen Wister. Macmillan.
3. "Coniston," by Winston Churchill. Macmillan.
4. "Mr. Wingrave, Millionaire," by E. P. Oppenheim. Copp,Clark.
5. "Fenwick's Career," by Mrs. Ward. Briggs
6. "Divine Fire," by May Sinclair. McLeod.

CALGARY.

1. "The Jungle," by Upton Sinclair. McLeod.
2. "The Spoilers," by Rex E. Beach. Poole.
3. "Coniston," by Winston Churchill. Macmillan.
4. 'Nancy Stair," by E. M. Lane. Poole.
5. "Lady Baltimore," by Owen Wister. Macmillan.
6. "Fenwick's Career," by Mrs. Ward. Briggs.

CHARLOTTETOWN.

1. "A Motor Car Divorce," by L. C. Hale. Briggs.
2. "The Household of Peter," by R. N. Carey. Copp.
3. "Lady Betty," by Williamson. Musson.
4. "A Rock in the Baltic," by Robert Barr. McLeod.
5. "Nedra," by G. B. McCutcheon. Briggs.
6. "The Gambler," by K. C. Thurston. Revell.

COLLINGWOOD.

1. "Coniston," by Winston Churchill. Macmillan.
2. "Lady Baltimore," by Owen Wister. Macmillan.
3. "A Rock in the Baltic," by Robert Barr. McLeod.
4. "The Man Between," by Amelia E. Barr. McLeod.
5. "The Jungle," by Upton Sinclair. McLeod.
6. "The Quickening," by Francis Lynde. McLeod.

GUELPH.

1. "The Jungle," by Upton Sinclair. McLeod.
2. "Lady Baltimore," by Owen Wister. Macmillan.
3. "Fenwick's Career," by Mrs. Ward. Briggs.
4. "Coniston," by Winston Churchill. Macmillan.
5. "Pam Decides," by Baroness Von Hutton. Musson.
6. "The Scarlet Pimpernel," by Baroness Orczy. Briggs.

HALIFAX.

1. "The Jungle," by Upton Sinclair. McLeod.
2. "Coniston," by Winston Churchill. Macmillan.
3. "First it was Ordained," by Guy Thorne. Musson.
4. "Fenwick's Career," by Mrs. Ward. Briggs.
5. "When It was Dark," by Guy Thorne. Briggs.
6. "The King of Diamonds," by Louis Tracy. McLeod.

HAMILTON.

1. "Coniston," by Winston Churchill. Macmillan.
2. "Lady Betty," by Williamson. Musson.
3. "The Scarlet Pimpernel," by Baroness Orczy. Briggs.
4. "The Jungle," by Upton Sinclair. McLeod.
5. "By Wit of Woman," by A. W. Marchmont. McLeod.
6. "The Man Between," by Amelia E. Barr. McLeod.

KINGSTON.

1. "Coniston," by Winston Churchill. Macmillan.
2. "A Rock in the Baltic," by Robert Barr. McLeod.
3. "The Angel of Pain," by E. F. Benson. Lippincott.
4. "The Woman in the Alcove," by A. K. Green. McLeod.
5. "Pam Decides," by Baroness Von Hutton. Musson.
6. "Fenwick's Career," by Mrs. Ward. Briggs.

MONCTON.

1. "Coniston," by Winston Churchill. Macmillan.
2. "A Son of the People," by Baroness Orczy. Briggs.
3. "The Jungle," by Upton Sinclair. McLeod.
2. "Pam Decides," by Baroness Von Hutton. Musson.
5. "Sands of Pleasure," by C. Young. Musson.
6. "Lady Betty," by Williamson, Musson.

MONTREAL.

1. "Coniston," by Winston Churchill. Macmillan.
2. "The Jungle." by Upton Sinclair. McLeod.
3. "Pam Decides," by Baroness Von Hutton. Musson.
4. "Treasure Trail," by Frank Lillie Pollock. McLeod.
5. "The Spoilers," by Rex E. Beach. Poole.
6. "Fenwick's Career," by Mrs. Ward. Briggs.

OTTAWA.

1. "Kid McGhie," by S. R. Crockett. Copp.
2. "Pam Decides," by Baroness Von Hutton. Musson.
3. "The Princess Priscilla's Fortnight."
4. "Coniston," by Winston Churchill. MacMillan.
5. "Lady Betty," by Williamson. Musson.
6. "Fenwick's Career," by Mrs. Ward. Briggs.

PETERBORO'.

1. "Alton of Somasco," by Harold Bindloss. McLeod.
2. "Camp Kits and Camp Life," by Hanks.
3. "Coniston" by Winston Churchill. Macmillan.
4. "Fenwick's Career," by Mrs. Ward. Briggs.
5. "Lady Baltimore," by Owen Wister. Macmillan.
6. "If Youth but Knew," by A. and E. Castle. Macmillan.

SARNIA.

1. "The Jungle," by Upton Sinclair. McLeod.
2. "Kid McGhie," by S. R. Crockett. Copp.
3. "The Scarlet Pimpernel," by Baroness Orczy. Briggs.
4. "Fenwick's Career," by Mrs. Ward. Briggs.
5. "Alton of Somasco," by Harold Bindloss. McLeod.
6. "Pam Decides," by Baroness Von Hutton. Musson.

ST. CATHARINES.

1. "The Jungle," by Upton Sinclair. McLeod.
2. "The Woman in the Alcove," by A. K. Green. McLeod.
3. "By Wit of Woman," By A. W. Marchmont. McLeod.
4. "Fenwick's Career," by Mrs. Ward. Briggs.
5. "The Scarlet Pimpernel," by Baroness Orczy. Briggs.
6. "Lady Baltimore," by Owen Wister. Macmillan.

ST. JOHN.

1. "Lady Betty," by Williamson. Musson.
2. "The Spoilers," by Rex E Beach. Poole.
3. "Fenwick's Career," by Mrs. Ward. Briggs.
4. "Coniston," by Winston Churchill. Macmillian.
5. "Lady Baltimore," by Owen Wister. Macmillan
6. "Hearts and Creeds," by Anna C. Ray. Montreal News Co.

STRATFORD.

1. "Lady Baltimore," by Owen Wister. Macmillan.
2. "By Wit of Woman," by A. W. Marchmont. McLeod.
3. "The Girl from Tim's Place," by C. C. Munn. McLeod.
4. "The Jungle," by Upton Sinclair. McLeod.
5. "Lady Betty," by Williamson. Musson.
6. "A Rock in the Baltic," by Robert Barr. McLeod.

TORONTO.

1. "Coniston," by Winston Churchill. Macmillan.
2. "If Youth But Knew," by A. & E Castle. Macmillan
3. "Fenwick's Career," by Mrs. Ward. Briggs.
4. "The Jungle," by Upton Sinclair. McLeod.
5. "Pam Decides," by Baroness Von Hutton. Musson.
6. "Alton of Somasco," by Harold Bindloss. McLeod.

VANCOUVER.

1. "The Jungle," by Upton Sinclair. McLeod.
2. "Lady Baltimore," by Owen Wister. Macmillan.
3. "Fenwick's Career," by Mrs. Ward. Briggs.
4. "The Wheel of Life," by Ellen Glasgow. Musson.
5. "Cowardice Court," by G. B. McCutcheon. Briggs.
6. "The Gambler," by K. C. Thurston. Revell.

WINNIPEG.

1. "Coniston," by Winston Churchill. Macmillan.
2. "The Jungle," by Upton Sinclair. McLeod.
3. "Lady Baltimore," by Owen Wister. Macmillan.
4. "By Wit of Women," by A. W. Marchmont. McLeod.
5. "Mr. Wingrave, Millionaire," by E. P. Oppenheim. McLeod.
6. "Fenwick's Career," by Mrs. Ward. Briggs.

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TRADE NOTES.

Smith & Todd, Toronto, have dissolved partnership and a new firm has been formed, with George Smith, Harry J. Briggs and Harold D. Howe as partners. The firm name is Smith, Briggs & Howe. Mr. Smith and Mr. Howe are taking charge of the publishing and stationery departments, while Mr. Briggs is looking after the department of photo supplies, novelties, etc. The firm represent a long list of English publishers and manufacturers.

Creditors of the G. A. Weese & Son estate, Toronto, must wait for a number of years if they desire to get 100 per cent. on the dollar; certainly until the death of Mrs. Weese, and probably longer. The assignee has called a meeting of the creditors to discuss a proposition of Mrs. Weese to pay $2,500 cash, and release her claim against the estate. In the event of acceptance of this, creditors will get from 83 to 85 per cent. at once.

F. I. Weaver & Co., Berlin, have sold their Waterloo branch to J. C. Jaimet & Co. The sale took place on July 27. Mr. James C. Jaimet, who will manage the business, is one of Berlin's most popular young clerks, having been connected with W. H. Leeson's store for nearly twelve years. He is competent and industrious and while his friends in Berlin regret his removal to Waterloo, they wish him an unlimited amount of success in his new undertaking.

D. K. Currie has bought the book, stationery and fancy goods business of the Eclectic Book Store, Summerside, P.I., from the Misses Small and Beairsto.

MONOGRAMS AND CREST.

MONOGRAMS on all smart stationery are now placed exclusively in the upper lefthand corner and are growing larger each season. Another point in regard to the monograms—they are not entwined in an illegible mass as they once were, but run down the page slant-wise toward the centre, in many cases the last letter almost reaching the middle of the sheet.

Crests continue to be placed on stationery, and are done in the original family colors, many of the dyes being most elaborate and effective. Only the nouveau riche have the entire coat of arms of their (alleged) families copied onto their stationery; it is an ostentatious mark of poor taste, say the stationers.

Gold and silver lettering seems to prevail on white and dull grey tones of paper, and in some instances the letters are set up upon disks or squares of pearl inlaid in the heavy linen. This is probably the newest fancy of the designer of novelties in this line, but it is also a fad quite beyond the purse of the average woman.

A pretty little sealing wax stamp is of heavy silver, the handle of which is a gracefully cut Venus, whose shapely feet rest on the round plate which bears the initial or monogram. These stamps also come in oxidized and German silver and bronze.

Mourning stationery is more mournful than ever, and some imported French styles consist of a white envelope heavily bordered in black and lined in black. The monogram appears in heavy black letters, and one pattern had the country home address, telephone and railroad station done in the same way.

This is quite the fashion now among persons who have both a town and country home. Fashionable women who spend the Summer in England or elsewhere abroad are following the custom of having a thin quality of overseas paper stamped with their foreign address.—Geyer's Stationer.

PERSONAL MENTION.

Mr. W. I. Ferris, secretary of the L. E. Waterman Company of New York, and a director of the L. E. Waterman Company of Canada, Limited, Montreal, has just completed his twenty-first year with the Waterman people, and on August 4 was tendered a banquet in New York by Mr. F. D. Waterman and his associates in that city. Many letters were read from the friends of Mr. Ferris in other offices of the company, and his services were recognized in glowing terms by many speakers. Mr. Ferris is now in absolute control of the entire manufacturing plants of the concern, and many of the decided advantages in Waterman's Ideal Fountain Pen are credited to him. His success was clearly recognized and appreciated at the happy gathering, which was a complete surprise to him.

Messrs. W. E. Smith, W. H. Kearnan and Robert Liddell, with the L. E. Waterman Co., New York, are in Montreal holidaying, entertained by Mr. E. J. Kastner, manager of the L. E. Waterman Co. of Canada. The "boys" came up from New York in the automobile Mr. Smith uses to call upon New Jersey and city trade. They had a splendid run and are enthusiastic over the Canadian metropolis and its surroundings. Mr. Kearnan looks after the wholesale end of Waterman's in New York, and Mr. Liddell is manager of the retail department.

The London office of Bookseller and Stationer had a very welcome visitor in the person of F. B. Bagshaw, of Portage la Prairie, Manitoba, a few weeks ago. Mr. Bagshaw has been visiting relatives in Lancashire and doing the business centres in England. Passing through Fleet street, and not aware that Bookseller and Stationer had an office in London, his quick western eye noticed the sign of Bookseller and Stationer at No. 88, and without more ado Mr. Bagshaw mounted the steps. It is just twelve years since Mr. Bagshaw left the Old Country for Canada, and he found much to occupy his attention during his visit. He was accompanied by Mr. C. D. McPherson, publisher of the Daily Graphic, Portage la Prairie, and the Manitoba Liberal. They sail for home again by the Majestic on August 22.

Mr. John Morgan, representing Raphael Tuck & Sons Co., returned last month from a trip to the Maritime Provinces, which was attended with the utmost success.

BUSINESS MOTTOES.

THE adoption and advertisement of business mottoes has become quite general in the retail trade. The form which they take has in some cases been considered worthy of copyright, and they are given such publicity as to really incorporate them into the firm titles. In all newspaper advertising, stationery, and often in storefront lettering, they are made prominent and their impressiveness on the public mind exploited in every possible way.

The merchant who places after his name the assertion that his store is, for example, "The House of Quality," shows undoubted ambition, and sets for himself a high standard, which he promises his customers shall be maintained at all times. While the use of a motto or title of this nature establishes no essential distinction between the store adopting it and others which do not, its effectiveness as an advertisement has been demonstrated in numerous instances. The point is, that where it is utilized it must be regarded as conveying a heavy responsibility that must not be evaded in the slightest degree. Violation of the precepts which it sets down turns into a burlesque something that should be invested with dignity and practical significance.

TRADE PAPER ADVERTISING

BY CONVERSE D. MARSH

It is easy enough for anyone to record the fact that trade paper advertising has made material advances during the past ten years, and has made specially marked improvement during the past five years.

I do not believe that, notwithstanding all that has been done, a tithe of what is possible has been accomplished.

House organs flourish; special methods of advertising have increased appropriations to the detriment of the trade press, and back of all this, the large manufacturers throughout the country—capitalists who control—give scant attention to the question of trade paper advertising, and secretly have little respect for it. nor do these prime factors in the advertising appropriations believe that their interests can be materially advanced by liberal publicity in the chosen organs of their trade.

The impulse of every large publisher will be to rise up and dispute this statement, but if he does so, let our friend, the disputant, review the fact that trade paper advertising expenditures by our large manufacturers are but minute, fractional portions of the total sum expended for selling the factories' products.

In several instances of which I have knowledge, the large manufacturing corporations spend, for advertising appropriations, less than one-tenth of one per cent. of their gross sales!

Large fortunes are being made by publishers in the field of general publicity, while comparatively small ones are earned by publishers in the specialized or trade journal field.

The makers of the popular magazines can complacently cross their legs and say that this is not only as it should be, but that it is inevitable, while, on the other hand, trade paper publishers do not seem to have had the spirit to make matters better for themselves. They, too, believe that the comparatively small position that they occupy is a reasonable one.

Things are not reasonable, merely because they exist.

The complacency of the big brother may be all right, but I do not believe the acquiescence of his financially lesser kindred is.

A little seething unrest should stir the gentle soul of the trade-paper owner.

Why should the monthly, or weekly, created to amuse people, be a wonderful money maker while mainly it advertises cheap, inconsequential things, while the trade paper, the serious exponent of heavy financial interests, is relegated to an obscure corner in the congregation of publications?

The popular magazine reaches hundreds of thousands where the trade paper reaches tens of thousands, but the goods offered for sale, and really sold, through the influence exerted by many trade papers, largely exceeds the volume of trade sold through the influence of the prominent, popular magazines.

If Postum Post was at the head of some great steel company, wouldn't we see the fur fly in the advertising he did, say in the Iron Age or the Engineering Record?

If the General Electric Company was owned by the Uneeda Biscuit crowd, what a serious factor advertising in the Electrical World would become.

In the steel and iron business of this country I venture to say that the proportion spent in advertising to influence sales would be but an infinitesimal part of one per cent. of the amount of the sales.

Without the means of breaking into the archives of the gentleman who is swaying American breakfast destinies from the magical precincts of Battle Creek, I do not think I will be gainsaid in my estimate that nearly one-half of his total revenue is expended for publicity.

The sales of the General Electric Westinghouse, and the Allis-Chalmers interests alone, in the electrical world, must in combination represent over one hundred millions of dollars per annum.

I wonder, if the gentlemen controlling these electrical giants combined, are spending the insignificant sum of fifty thousand dollars per year with the trade papers?

Can it be that the seller of trifles, logically should spend hundreds of thousands of dollars, whereas, the really large business interests, having a much wider field, think they have exhausted the possibilities when they have expended a few pitiful thousands?

Does the reason for this lay accusingly at the door of either the trade paper publisher, or his customer, or should the burden of accusation be shared impartially by both. Somebody has got to shoulder it.

To my mind, neither the publisher, nor his advertiser, have yet grasped the latent opportunities that exist in trade paper publicity. It is the duty of the publisher to show these possibilities to the manufacturer if the latter cannot spare the time to study them himself.

In some lines, one single trade publication reaches practically every buyer in the field—every man who can influence an order—and yet the advertiser with millions of dollars of possible sales, is content to merely play with the trade paper advertising proposition.

What likewise shall be said of the lack of advertising by the thousands of smaller manufacturers of machinery who could be benefited even more than the few large manufacturers by a greater amount of, and more intelligent, publicity?

Speaking broadly, I don't believe that the presidents and board of directors of our average manufacturing corporations, give five minutes' heed a year to trade papers, or what the trade papers can do for them. They are content to spend a few thousand dollars in advertising account and let it go at that. They show that they have no respect for their publicity departments, because the salaries of the managers of such departments are invariably the lowest paid heads by many thousands of dollars of any departments maintained, and the advertising counsellor is indeed a rara avis.

They think enough in other directions about making sales, but no single force in the trade paper field has yet grappled with them, struck them squarely between the eyes, and made them sit up and take notice that a great force was at their door—a wonderful force and factor that could be utilized in increasing their sales. Because in the multitude of their duties the heads of manufacturing organizations omit any consideration of advertising, will the publishers of the trade press be content to maintain the position allotted them?

Let the trade paper brother gird up his loins, and himself carry the war into Africa, if I may be allowed to so quickly shift my suggestion.

In plain, practical, every-day English, I would say that it is up to the trade paper publisher to himself devise selling plans through publicity, and bring them to the attention of his customers, big and little.

Then too, let him make his reading columns more attractive to the real people who buy the kind of goods that his advertisers have to sell. This makes an abrupt termination but it contains enough of thought to induce me to cease writing.—Printer's Ink.

THE TELEPHONE

Is a companion, friend and servant combined.
Invaluable for convenience in the household.

LONG DISTANCE TELEPHONE SERVICE

Has no equal for the facility it affords in business life.
Full particulars as to rates and service at the nearest office of

THE BELL TELEPHONE COMPANY OF CANADA

WESTERN ASSURANCE COMPANY.

Incorporated 1851

FIRE AND MARINE

Head Office	Capital -	$1,500,000.00
Toronto, Ont.	Assets, over - -	3,460,000.00
	Income for 1905, over	3,680,000.00

HON. GEO. A. COX, President.

J. J. KENNY, Vice-President and Man. Director.
C. C. FOSTER, Secretary.

Money

CAN BE SAVED BY MEANS OF AN ENDOWMENT POLICY.

YOU CAN ONLY SECURE SUCH A POLICY WHILE YOU ARE IN GOOD HEALTH.

Pamphlets and Full Particulars regarding the New Accumulation Endowment Policy sent on application.

Confederation Life ASSOCIATION

W. H. BEATTY, President.

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J. K. MACDONALD, MANAGING DIRECTOR.

HEAD OFFICE, - TORONTO, CANADA.

Good Counter For Sale

Here's an excellent chance for a merchant to buy a second-hand counter at a reasonable price.

The top is walnut, the front and sides oak. Size, 2 feet 2 inches wide; 3 feet deep; 15 feet long.

The MacLean Publishing Co. Limited

10 Front St. East, Toronto.

BRITISH AMERICA ASSURANCE COMP'Y

FIRE AND MARINE.

Incorporated 1833

CASH CAPITAL, $850,000.00.
TOTAL ASSETS, $2,119,347.89.
LOSSES PAID SINCE ORGANIZATION, $27,383,068.64.

HEAD OFFICE, - BRITISH AMERICA BUILDING,
Cor. Front and Scott Sts., Toronto.

HON. GEO. A. COX, President. J. J KENNY, Vice-President
P. H. SIMS, Secretary. and Managing Director

THE METROPOLITAN BANK

Capital Paid Up, - -	*$1,000,000*
Reserve Fund, - - -	*$1,000,000*
Undivided Profits, - -	*$ 133,133*

We Solicit Your Account

GENERAL BANKING BUSINESS

Drafts bought and sold.
Letters of credit issued.
Collections promptly attended to.

SAVINGS DEPARTMENT

open at all branches.
Interest allowed on all deposit of one dollar and upwards.

LEGAL CARDS

ATWATER, DUCLOS & CHAUVIN
Advocates, Montreal
Albert W. Atwater, K.C., Consulting Counsel for City of Montreal. Chas. A. Duclos. Henry N. Chauvin.

WM A. McLEAN.
Barrister, Solicitor, Etc.
Head Office, Guelph, McLean's Block.
Branch Office, Acton, Town Hall.
Corporation, Solicitor, Etc.

ROBINSON & GREEN
Barristers, Solicitors, Etc.
John A. Robinson, John R. Green, Solicitors for the Imperial Bank of Canada, the Southern Loan & Savings Co., St. Thomas, Ont.

ACCOUNTANTS AND AUDITORS

JENKINS & HARDY
Assignees, Chartered Accountants, Estate and Fire Insurance Agents, 15½ Toronto St., Toronto.
465 Temple Building, Montreal.

PERCY r. DAVEN ORT,
Chartered Accountant and Assignee,
311 Elgin Ave, - WINNIPEG, MAN

When writing to advertisers please mention The Bookseller and Stationer.

The Topaz Pencil

As good as any at any price
Better than any at the same price.

HB -- H -- HH -- HHH -- B

— AND —

Indelible Copying.

Write for Samples to

Warwick Bros. & Rutter, Limited
Wholesale Stationers, TORONTO.

SPENCERIAN STEEL PENS.

The Standard Brand
in United States for
over ***FIFTY*** years

Works, BIRMINGHAM, ENGLAND

Imported by all the
leading Stationers in

TORONTO and MONTREAL

HOTEL DIRECTORY

WINDSOR HOTEL
HAMILTON, BERMUDA
This house is pleasantly and conveniently located on the East side of Queen Street. The rooms are bright and cheerful. Every attention paid to guests. Billiards and Pool. Hot and cold water baths. A. McNICOL, Prop.

TOWER HOTEL GEORGETOWN DEMERARA
BRITISH GUIANA.
This first-class hotel is most conveniently situated in the coolest and healthiest part of the city. Five minutes from railway station and steamer stallings, and near to all principal public buildings. Cool and lofty bedrooms. Spacious Dining and Ladies' Rooms. Billiard Room. Electric light throughout.

WOODSIDE BOARDING HOUSE
Corner of Main and Lamaha Streets
GEORGETOWN, DEMERARA.
Cool and airy Bedrooms, Excellent Cuisine Attendance qualified. Terms moderate. Electric Car Loop at gate of premises. Patronage Solicited. Manageress, E. COTTAM.

VICTORIA LODGE
HAMILTON, BERMUDA
Mrs. J. F. SMITH Proprietress.
Opposite Victoria Park and Cedar Ave.
Private Board $12 to $14 per week.
Open Nov. 1 Closes in May.

WINTER RESORT
QUEEN'S PARK HOTEL
PORT OF SPAIN, TRINIDAD, B.W.I.
JOHN McEWEN, Manager. For Rates, etc. apply Trinidad Shipping and Trading Co., 29 Broadway, New York.

THE GRAND UNION
The most popular hotel in
OTTAWA, Ont. JAMES K. PAISLEY, Prop.

DOMINION HOUSE
W. H. DURHAM. Proprietor
RENFREW, - - ONTARIO
The most popular Hotel in the Ottawa Valley.

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STATIONER

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Good Lines

We are now turning out an attractive range of

Writing Tablets
Exercise Books
Scribbling Books
Pen and Pencil Books

Here are some of the Writing Tablets—

Dresden, Commerce, Cardinal, Royal Seal, Crystal, Ideal, Boss, Alabaster, India Bond, etc.

Here are some of the Exercise, Scribbling, Pen and Pencil Books—

MSS., My Notes, Buffalo, Arrow, Bulldog, Bon-Bon, Special, Clipper, Morning Glory, etc.

ALL COVER-DESIGNS ORIGINAL AND ARTISTIC

Write for a Quotation

Manufacturing for the Jobbing Trade a Specialty with us.

E.H. Harcourt Co.
255 WELLINGTON ST. WEST LIMITED
TORONTO, CANADA

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Books and Magazines.
Baker's Book Shop, Birmingham, Eng.
Briggs, William, Toronto.
Clark Bros., Winnipeg, Man.
Copp, Clark Co., Toronto.
Crowell, Thos. Y., & Co., New York.
Duffield & Co., New York.
Hurst & Co., New York.
Morton, Phillips & Co., Montreal.
Musson Book Co., Toronto.
Publicity Co., Chicago, Ill.
Smith, Briggs & Howie, Toronto.
Stokes, Frederick A., Co., New York.
Tabard Inn Library, Montreal.
Virtue & Co., London, Eng.
Westminster Co., Limited, Toronto.

Blank Books.
Brown Bros., Toronto.
Buntin, Gillies & Co., Hamilton.
Copp, Clark Co., Toronto.
Warwick Bros. & Rutter, Toronto.

Calendars—Cards.
Copp, Clark Co., Toronto.
Davidson Bros., London, Eng.
Delgado, G., London, Eng.
Geier, Geo., & Garkes, Nuernberg.
Menzies & Co., Toronto.
Raphael Tuck & Sons Co., New York.

Coin Wrappers.
Detroit Coin Wrapper Co., Detroit, Mich.

Commercial Works.
Morton, Phillips & Co., Montreal.

Copying Presses.
Smart Mfg. Co., Limited, Brockville.

Crepe Paper, Etc.
Denison Mfg. Co., New York.

Dictionaries.
Merriam, G. & C., Co., Springfield, Mass.

Dolls, Toys, Etc.
Fancy Goods Co. of Canada, Toronto.
Sutcliffe-Edmison Co., Toronto.

Educational.
Belleville Business College, Belleville, Ont.

Engravers, Etc.
Gatchell & Manning, Philadelphia, Pa.

Erasers.
Faber, A. W., New York.

Fancy Goods.
Brown Bros., Toronto.
Clark Bros., Winnipeg, Man.
Copp, Clark Co., Toronto.
Sutcliffe-Edmison Co., Limited, Toronto.
Warwick Bros. & Rutter, Toronto.

Financial Institutions and Insurance.
British American Assurance Co., Toronto.
Confederation Life Association, Toronto.
Metropolitan Bank, Toronto.
Western Assurance Co., Toronto.

Flags.
Sutcliffe-Edmison Co., Limited, Toronto.

Fountain Pens.
Brown Bros., Toronto.
Copp, Clark Co., Toronto.
Gage, W. J., Co., Toronto.
Librairie Beauchemin Limited, Montreal.
Warwick Bros. & Rutter, Toronto.
Waterman, L. E., Co., Montreal.

Glue, Paste and Mucilage.
Carter's Ink Co., Montreal.
Copp, Clark Co., Toronto.
Denison Mfg. Co., New York.
Higgins, Chas. M., & Co., Brooklyn.
Menzies & Co., Toronto.
Underwood, John, & Co,, Toronto.

Inks—Indelible.
Brown Bros., Limited, Toronto.
Carter's Ink Co., Montreal.
Payson's.

Inks—Writing.
Carter's Ink Co., Montreal.
Higgins, Chas. M., & Co., Brooklyn.
Underwood, John, Co., Toronto.

Leather Goods
Brown Bros., Limited, Toronto.
Rumpp, C. F., & Sons, Philadelphia.

National Business Store.
Cochrane & Payne, New York.

Papeteries.
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Buntin, Gillies & Co., Limited, Hamilton.
Copp, Clark Co., Limited, Toronto.
Eaton-Hurlbut Paper Co., Pittsfield, Mass.
Gage, W. J., & Co., Toronto.
Hurd, Geo. B., & Co., New York.
McFarlane Son & Hodgson, Montreal.
Northern Mills Pulp and Paper Mills Co., Montreal.
Warwick Bros. & Rutter, Toronto.

Papeterie, Boxes.
Rolland, J. B., & Fils Co., Montreal.

Pens.
Brandauer, C., & Co., London, Eng.
Brown Bros., Toronto.
Copp, Clark Co., Toronto.
Esterbrook Pen Co., New York.
Gillott, Jos., Birmingham, Eng.
Heath, John, London.
Hinks, Wells & Co., Birmingham, Eng.
Librairie Beauchemin Limited, Montreal.
Macniven & Cameron, Edinburgh and Birmingham.
McFarlane, Son & Hodgson, Montreal.
Spencerian Pen Co., Birmingham, Eng.
Warwick Bros. & Rutter, Toronto.
Waterman, L. E., Co., Montreal.

Pencils.
American Lead Pencil Co., New York.
Brown Bros., Limited, Toronto.
Copp, Clark Co., Toronto.
Gage, W. J., & Co., Toronto.
Warwick Bros. & Rutter, Toronto.
Waterman, L. E., Co., Montreal.

Playing Cards, Games, etc.
Buntin, Gillies & Co., Hamilton.
Copp, Clark Co., Toronto.
Gage, W. J., & Co., Toronto.
Goodall, Chas., & Son., Limited, London, Eng
Hurst, A. O., Toronto.
Union Card & Paper Co., Montreal.

Post Card Albums.
Leipziger Buckbinderei - Aktiengesellschaft, Leipzig.

Postal Scales.
Pelouze Scale Mfg. Co., Chicago, Ill.

Press Clippings.
Canadian Press Clipping Bureau, Toronto.

Printing and Lithographic Papers.
Northern Mills Pulp and Paper Mills Co., Montreal.

Rubber Bands and Erasers.
Faber, A. W., New York.

Rules.
Westcott-Jewel Co., Seneca Falls, N.Y.

Scrap Books.
Brown Bros., Toronto.

School Supplies.
Buntin, Gillies & Co., Hamilton, Ont.
Copp, Clark Co., Toronto.
Gage, W. J., Co., Toronto.
Harcourt Stationery Co., Toronto.
Sutcliffe-Edmison Co., Toronto.
Warwick Bros. & Rutter, Toronto.

Smallwares.
Sutcliffe-Edmison Co., Limited, Toronto.

Souvenir and Picture Post Cards.
Adams, W. R., Toronto.
Brown Bros., Toronto.
Commercial Printing Co., Burlington, N.J.
Cooper, A. H., Toronto.
Copp, Clark Co., Toronto.
Davidson Bros., London, Eng.
Day, N. S., Springfield, Mass.
Gage, W. J., & Co., Toronto.
Haddon, William, Tipton, Eng.
Horle, J. Anthony, London, Eng.
Holzman, Alfred, Chicago, Ill.
Illustrated Post Card Co., Montreal.
Independent Post Card Co., New York.
Leder, Otto, Saxony, Germany.
MacFarlane, W. G., Toronto.
Merrill, A. L. Toronto.
Montreal Import Co., Montreal.
National Post Card Co., Chicago.
Neumann, W., & Co., Berlin, Germany.
Parish, C. R., & Co., Toronto.
Picture Post Card Co., Ottawa, Ont.
Raphael, Tuck & Sons Co., Montreal.
Rapid Photo Printing Co., London, Eng.
Rose Co., Philadelphia, Pa.
Valentine & Sons Pub. Co., Limited, Montreal
Warwick Bros. & Rutter, Toronto.

Stationery.
Brown Bros., Toronto.
Buntin, Gillies & Co., Hamilton and Montreal.
Clark Bros. Co., Winnipeg.
Copp, Clark Co., Toronto.
Gage, W. J., Co., Toronto.
Harcourt Stationery Co., Toronto.
Warwick Bros. & Rutter, Toronto.

Talking Machines.
Berliner Gram-o-phone Co., Ltd., of Montreal, Canada.

Telephones.
Bell Telephone Co. of Canada, Montreal.

Thumb Tacks.
Hawkes-Jackson Co., New York.

Typewriter Supplies.
Carter's Ink Co., Montreal.
Mittag & Volger, Park Ridge, N.J.

Wall Paper.
Stauntons Limited, Toronto.
Watson-Foster Co., Montreal.

Writing Pads.
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Copp, Clark Co., Limited, Toronto.
Brown Bros., Limited, Toronto.
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THE BOOKSELLER & STATIONER

AND FANCY GOODS REVIEW

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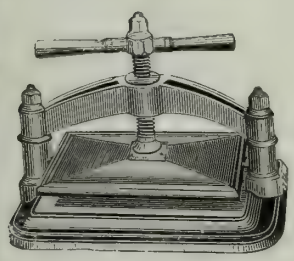
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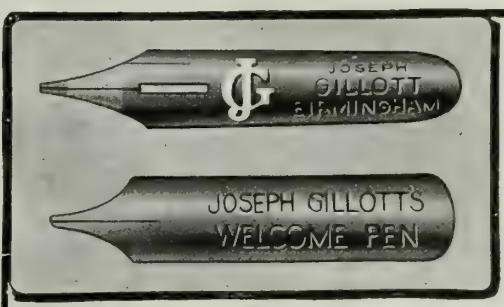
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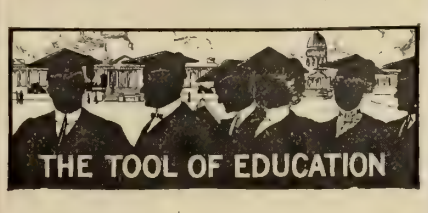
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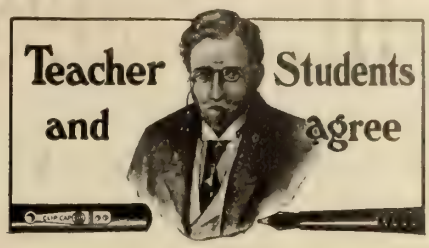
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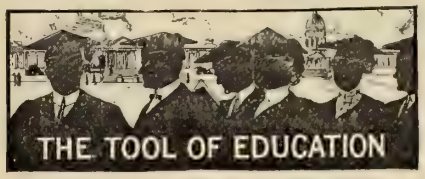
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OUR STOCK IS COMPLETE

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Bookseller and Stationer

Subscription, One Dollar a Year. Single Copies, Ten Cents.

Vol. XXII. MONTREAL AND TORONTO, CANADA, SEPTEMBER, 1906. No. 9.

THE LEADING FALL BOOK LISTS

ANOTHER Fall season is at hand and once more Bookseller and Stationer takes pleasure in presenting a summary of what the leading publishers are preparing for the season. There is, as usual, a great variety of material from which booksellers can select. The difficulty will be to know what to discard. The exercise of a little discretion will, however, obviate this and enable the dealer to make a telling selection.

McLeod & Allen.

The Fall list of McLeod & Allen is as yet incomplete, but a few important announcements can be made. The most prominent of their Fall novels will undoubtedly be "The Fighting Chance," by Robert W. Chambers. It is a society novel, a drama and a love story rolled into one. It moves along lightly and airily at first, then gains intensity in a cloudier atmosphere of anger, hopeless love and sordid motives, until it bursts into a tremendous period of financial storm and stress; and at last the clouds break in a thrilling, fascinating denouement. The book contains eight charming illustrations by A. B. Wenzell. (Cloth $1.25).

In "Blindfolded," McLeod & Allen have a first-rate mystery story. It is by E. A. Walcott, and will be ready this month. A young man from New England goes out to San Francisco at the urgent call of an old college chum, to assist him in some mysterious difficulty. The two bear a striking resemblance to each other, so that it is no surprise when the San Franciscan is murdered early in the story, to find the New Englander step into his shoes with the object of avenging the murder. He is completely in the dark about the affair—hence the title. By degrees light shines in and at the end he sees it all clearly.

A deeper note has been touched by F. Hopkinson Smith in his new novel, "The Tides of Barnegat," than in any of his previous books. It is a story of life on the shores of Barnegat, a tale of love and death, sin and self-sacrifice, lightened by the kindliness and sympathetic humor that characterize all his writings. (Cloth $1.25. Paper 75c.)

Frank H. Spearman, the writer of railroad stories, has written yet another story of the road, which is claimed to be his most ambitious and most important work. It is called "Whispering Smith," and presents a vivid picture of life in the Rockies during the pioneer period, when every man carried his life in his own hands and the great civilizing factor was the advancing railroad. (Cloth $1.25. Paper 75c.)

An important book on Canada appears in McLeod & Allen's list. It is entitled "Camp Fires in the Canadian Rockies," and is by William T. Hornaday, Sc.D., director of the New York Zoological Park. It is the narrative, racy, unconventional, and full of adventurous interest, of an expedition which Mr. Hornaday and Mr. Phillips, the latter a famous mountain climber and camera expert, made into the well-nigh inaccessible mountains of British Columbia in search of the elusive mountain goats and mountain sheep. There are 70 illustrations in the book and two maps. (8vo. $3 net).

There is also another story by Harold Bindloss, the author of "Alton of Somasco," entitled "The Cattle Baron's Daughter," and another of Gordon Holmes' mystery stories, "The Late Tenant."

The Copp, Clark Co., Limited.

As a head-liner The Copp, Clark Co. will offer Mary Cholmondeley's splendid new novel, "Prisoners," which has aroused much interest during its serial publication in the American Magazine. The story presents a striking situation, which holds the reader's attention. A beautiful English girl, married to an elderly Italian nobleman, takes leave of an old lover. While they are saying farewell a murder is committed in the neighborhood, and the Duchess' lover, to escape suspicion, takes refuge in her room. He is found here and, in order to clear her, he pretends to be the murderer. He is sentenced to fifteen years in prison. The Duchess is torn between two emotions, and herein lies the tragedy of the tale. The conclusion is worked out with great skill.

The most important of Copp-Clark's Canadian books will be Professor Charles G. D. Roberts' "The Heart that Knows," formerly announced as "By the Waters of Fundy." It, too, is a powerful story, with a well-turned plot. A young sailor of Westcock Village, near the mouth of the Tantramar, believing himself deceived by his bethrothed, runs away on the eve of marriage. Presently a son is born, who grows up to hate his father. When he arrives at years of manhood he sails away to avenge his mother's wrongs. Fate throws him in with his father, unknown to both, and the two men come to love each other. Finally their mutual identities are discovered, there is a reconciliation and the early misunderstandings are righted.

A remarkable book by the Italian novelist, Antonio Fogazzaro, entitled "The Saint," is another important Fall publication which has already been issued. It has created a sensation in Europe, as it lays bare internal

discord in the Roman Catholic Church. Its hero is a man who, after a discreditable alliance, sees the error of his ways and becomes a lay brother in a monastery. It is here that he begins to advocate certain changes and reforms in the church, which gives the novel its controversial character.

"Benita" is the title of the new romance by H. Rider Haggard. It is an African story. Benita, the heroine, is a young English girl who sails to meet her father at Durban. She meets on shipboard a young man called Seymour, who falls in love with her. His courtship is interrupted by a shipwreck in which they are separated. She joins her father and goes into the wilds of Africa, where they get into serious danger, from which Seymour rescues them.

Two of Joseph Hocking's stories are included in the Fall list. The first, to be issued about October 1, is entitled "The Man Who Rose Again," and the second, to appear later on, bears the title of "The Woman of Babylon." Both are written in Hocking's characteristic style.

The recent death of "John Oliver Hobbes" (Mrs. Craigie) will undoubtedly add to the interest of her last work of fiction, "The Dream and the Business." The book will appear with a striking cover, designed by Aubrey Beardsley.

RETURNED
SEP 12 1906
To Dunn
Cut Book 53
Page 7
A.O.N.



THE LATE MRS. CRAIGIE (John Oliver Hobbes), Author of "The Dream and the Business" (Copp, Clark Co.)

Miss L. G. Moberley, whose novel "That Preposterous Will" was published in the late Summer, has written another romance, "Hope, My Wife," to be issued this Fall. Miss Moberley is a first-rate ladies' writer and is a well-known contributor to the English magazines. Her work may be said to recall that of Mrs. Craik and Mrs. Henry Wood, being tense, vivid and natural.

The Copp, Clark Co. are now sole Canadian publishers of the works of that capital writer of mysteries, F. M. White. They have already issued "The Corner House," by him, and during the Fall they will bring out "The Slave of Silence."

Now-a-days no list from this publishing house would be complete without announcements of books by Le Queux, Oppenheim and Oxenham. The first named has selected a telling title for his new book, "The Mysterious Mr. Miller." The second has called his Fall novel "The Lost Leader," while the new Oxenham book is entitled "A Princess of Vascovy."

Una L. Silberrad is a name as yet little known to Canadians, but judging from the character of her work she should soon come into popularity in this country. Her new story, "The Second Book of Tobiah," is announced for publication this Fall. It introduces a quaint character, Tobiah the Dissenter, who is an old match-making Puritan.

Another new writer is Madame Albanesi, whose "Little Brown Mouse" will be issued shortly. It is a graceful and pretty story of English life, told naturally and simply. She has already issued several charming stories in England, but this is the first to appear in a Canadian edition.

Other fiction includes a new sea story by Frank T. Bullen, "Frank Brown," and a new Guy Thorne, "Helena's Love Story."

William Briggs.

The new edition of Mrs. Traill's "Studies in Plant Life"—a book that should for Canada fill the place that "The Natural History of Selborne" does in English literature—is announced for publication on the 20th of this month. The publisher has been gratified by the interest shown in this re-issue of the work since it was first announced. Inquiries and orders have been received from the United States and Great Britain, as well as from various parts of our own country. The publisher is sparing no expense to make the book in every respect worthy of the text. It will be printed in new 11-point Scotch face type, and will be generously illustrated. In addition to twelve full-page half tone engravings, there will be a series of eight superb plates in the natural colors, all from Mrs. Chamberlin's paintings. The cover will be illustrated with an attractive flowering plant. The book will sell at $2.00.

Mr. Archibald MacMurchy's "Handbook on Canadian Literature" is announced for issue on the 17th of the present month. The work deals only with the English-Canadian writers (of whom 136 in all are represented) and only with what is termed general literature, excluding scientific and theological works, special reports, periodical literature, etc. Mr. MacMurchy, who for many years was rector of the Jarvis Street Collegiate Institute, Toronto, has given close attention to the preparation of the book. He has gathered into the compass of some 250 pages a great deal of information concerning the authors dealt with, and his study of their work, with liberal citations, will be found most interesting as well as informing. The book will sell at $1.00.

A second edition of Prof. H. H. Dean's excellent text book on "Canadian Dairying," revised and slightly enlarged, with new diagrams, has just been issued.

A new Canadian edition of Miss Machar's popular story for girls, "Marjorie's Canadian Winter"—a book that deserves, even as it promises, to have a permanent sale—is in the press and will be issued this month.

An important work entitled "The Study of Nature and the Vision of God, With Other Essays in Philosophy," by Rev. Geo. J. Blewitt, Ph.D., the new Professor of Ethics and Apologitics in Victoria College, Toronto, will be published this Fall.

"Quiet Talks About Jesus," Rev. S. D. Gordon's new book, recently placed on the Canadian market, is having a large sale. Of his previous works, "Quiet Talks on Prayer" is now in its 55th thousand and "Quiet Talks on Power" in its 80th thousand.

A new volume of poems by Mrs. Jean Blewitt is promised for this Fall in good time for the Christmas trade. Mrs. Blewett has the rare gift and the rare good fortune to catch and hold public favor. Doubtless her public readings from her own verse have had much to do with this. Her work is marked by the qualities that have made Will Carleton's verse so popular. "Kit" gets at the root of the matter when she says: "Jean Blewitt's verse is of an exquisite sweetness. She has beyond the telling an indescribable way of touching the human heart. She plays upon it as she wills. This is genius, and this is the gift possessed by Jean Blewitt." "Heart Songs," this gifted lady's first volume, has had a sale, we believe, exceeding any other single volume by a Canadian poet with the possible exception of Dr. Drummond's "The Habitant."

"Mack Cloie"—a pseudonym understood to conceal the identity of a clergyman in Western Ontario—encouraged by the success of his first venture in fiction, "The Old Orchard," has followed this up with another story entitled "The Pancake Preacher," the scene of which is laid in Huron County. The book will be published this month.

A story entitled "Cupid and the Candidate," from the pen of Mrs. Carr, of Hamilton, will be published early this Autumn. As the title suggests, it is a story of political life. A fierce contest is on in an Ontario constituency and the doings of the rival candidates and their supporters give the groundwork to the story and give opportunity for some pointed observations on the character of political methods in this province. A very pretty love story runs through, and the dialogue is uncommonly clever and witty. The writer manifestly has a marked grasp of the incongruities and inconsistencies that make human nature worth living with and talking about.

Mr. R. L. Richardson, journalist, novelist, parliamentarian, editor of the Winnipeg Tribune, has written a story entitled "The Camerons of Bruce" that will be published in October by William Briggs. The hero of the tale, a strapping young Scotch-Canadian, like the author himself, begins life in Ontario and then transfers his activities to the west, where extraordinary adventures befall him. There are chapters that give vivid pictures of life in the Canadian West in the early days. The commingling of civilization and savagery is graphically portrayed. The half-breed forms a heroic, and the Indian girl, a pathetic, figure in the canvas on which many strong characters are sketched. There is plenty of brisk fighting, too, and descriptive passages of real beauty. The fong familiarity of the author with the west has made it easy for him to impart a true western atmosphere and flavor to the story.

The price of the Birchard & Robertson High School Algebra, Part III has been reduced to $1.00. The book has proved itself unexcelled as a text book on this subject, but in parts the exercises have been considered rather more difficult than the ordinary student can manage. The authors, therefore, are undertaking to revise and simplify the book so as to more directly meet the requirements of Senior Leaving and Scholarship candidates. The revised text will be issued next year.

The new edition of Major Richardson's "Wacousta" is having a sale that is extremely gratifying to the publishers. Within a month of publication in the United States (by A. C. McClurg & Co., Chicago) a second edition was demanded. Arrangements are being made for an English edition. As this fine old romance becomes better known the sale will increase. Interest in it is constantly increasing, and there is no room for doubt that "Wacousta" will, like Kirby's "The Golden Dog," enjoy a permanent sale. Already 2,400 copies have been printed in Canada. It will make an excellent gift book for the Christmas season.

The extraordinary demand for Marie Corelli's new book, "The Treasure of Heaven," shows that this clever author's popularity has in no wise waned. The publisher was hard pressed to get the books out quickly enough to meet the insistent demands of the trade.

The multitude of readers of Conan Doyle's great story, "The White Company"—one of the greatest historical novels written since Scott penned his immortal romances—will be more than ordinarily happy to renew acquaintance with the knightly hero of that story, Sir Nigel Loring. Sir Nigel gives his name to the new story,



THREE POPULAR JUVENILES (Frederick A. Stokes Co.)

the sequel to "The White Company." If the tale proves anywhere near as absorbing as the former one there will be a huge constituency of readers ready for it.

George Barr McCutcheon's new novel, "Jam Cable," will be published in Canada this month by William Briggs. Within a few years this writer has attained marvellous popularity, or popularity that would be marvellous were a sufficient cause for it not existing in the vigor and strength of his work and its capacities to rivet the reader's interest from the start.

"The White Plumes of Navarre," S. R. Crockett's new novel, with an alluring title, has fallen to the fortune of William Briggs for the Canadian market, and will soon be placed on the market.

Robert Hichens, author of that immensely popular novel, "The Garden of Allah," is out with a new story this Fall to which he has given the title of "The Call of the Blood."

William Briggs is to be congratulated on his round-up of novels for the Fall trade. In addition to the new stories of Marie Corelli, Conan Doyle, Crockett, McCutcheon and Hichens, we note on his list the following promising aspirants for public favor: "Bob Hampton of Placer," by Randall Parrish, author of "When Wilderness Was King"; "The Guarded Flame," by W. B. Maxwell, author of "Vivien"; "A Midsummer Day's Dream," by H. B. Marriott Watson, author of "Twisted Eglantine,"

and "Count Bunker," by J. S. Clouston, the clever Canadian author of "The Lunatic at Large."

John W. Luce & Co., Boston.

John W. Luce & Co. are probably best known to the trade as publishers of that amusing series of books, "The Foolish Dictionary," "Foolish Finance," "Foolish Etiquette," etc. Last year they brought out "The Foolish Almanack for 1906," in this series, which proved so popular that they are preparing a similar volume for 1907, which will contain entirely new matter. This book sells itself on sight to a great many people. (75c.)

Another amusing book announced by these publishers is "The Book of Spice," by Ginger. It is an absolutely new conception for a humorous book, and contains original, odd and snappy jingles and paragraphs, set in double-page illustrations, drawn in strange and divers ways by the author. (75c.)

The revival of interest in the writings of Oscar Wilde, in which John W. Luce & Co. are taking such an important part, will be made still more noteworthy by these publishers' production shortly of Volume III of "The Plays of Oscar Wilde," containing "Salome," "The Duchess of Padua," and "Vera." They also announce "The Canterville Ghost," by Oscar Wilde, a humorous tale of the indignities heaped upon a well-regulated and highly-respected ghost of an old English castle by the family of an American ambassador, just moved in. ($1.25).

An important announcement is that of "The Love Letters of Henry VIII to Anne Boleyn." These number nineteen, and are said to be the only available genuine love letters of a king. They teem with the intimate life and intrigue of the royal dandies and dames of the time. (Decorative printing and full leather binding, $1.50).

In "The Art of the Theatre," Gordon Craig presents a plea for harmony and unity of purpose in stage presentation. It sounds a new and important note in theatrical life. ($1).

"The Tale of a Check Book" by "The Teller" is an account of a strenuous love episode revealed by the tell-tale evidence of 50 facsimile bank cheques, together with memoranda and newspaper clippings. (Cloth, 50c.)

To the "Spirit of the Age Series," John W. Luce & Co. are adding three volumes : "Maeterlinck," by Alfred Sutro; "Ibsen," by G. K. Chesterton, and "Nietzsche." (Each 75c., net).

Other Fall announcements of this house include "A Bachelor's Cupboard," by A. Lyman Phillips, containing valuable hints for the bachelor, chafing-dish recipes, care of wardrobe, apartment decorations, etc. (Cloth, $1), and the "The Misfit Christmas Puddings," by the Consolation Club, an amusing holiday book, daintily bound and fully illustrated. ($1.25).

H. M. Caldwell Co., Boston.

Booksellers have now come to look each Fall to the H. M. Caldwell Co. for saleable novelties. This firm have acquired a well-deserved reputation for clever book creations. Their Fall catalogue can always be relied upon to disclose something novel and attractive.

James Clarence Harvey, the versatile author of "In Bohemia," has produced an original and up-to-date book of toasts, which he has entitled, "Over the Nuts and Wine," and this the Caldwell Co. have published in a freak shape, depicting a champagne bottle enclosed in a bucket full of ice. The author has an almost national reputation as an after-dinner entertainer, and this work will be hailed by many with a great deal of pleasure. (75c., full ooze leather $2).

Last year it will be remembered that "The Log of the Water Wagon" became very popular among the men. It is still being pushed by the Caldwell Co., and along with it there may be ranked "Reflections of the Morning After," bound in a somewhat similar style and supplying a goodly amount of up-to-date wit and wisdom, pleasantly cynical and running over with pungency and snap. The satirical little epigrams cover all phases of life, and there is a sufficiency to keep going a good round of laughter, in whatever circle the book enters. (75c., limp ooze calf $1.50).

Another volume in the same series is "Recollections of a Gold Cure Graduate," by Newton Newkirk. There are many amusing illustrations in this book, which is bright, clever and witty from beginning to end. It is printed on buff corduroy paper in two colors. (Cloth 75c., limp chamois $1.50).

Other books of a like nature that will make capital gift books for men are : "Cigarettes in Fact and Fancy," by John Bain, Jr.; "Tobacco in Song and Story," and "Tobacco Leaves," by the same author. (Each, cloth 75c., leather $1.50).

To the series of Value gift books, which already embraces "The Value of Friendship," "The Value of Courage," "The Value of Simplicity," and "The Value of Cheerfulness," has been added "The Value of Love," by Frederick Lawrence Knowles. This is really the last work of the author, having just been completed prior to his death. Mrs. Louise Chandler Moulton has contributed an introductory essay of much value. New border designs, made especially for this book, appear in a delicate tint. It is beautifully printed on cameo buff paper in two colors and bound in silk moire and white vellum cloth with gilt top. (Boxed, $1.50).

In the juvenile list "The Jingle of a Jap" is a pleasing number. It is bound in an unique manner with Japanese cretonne; on the cover is attached a real Jap doll. The text pages are surrounded by assorted border designs in colors and the illustrations are numerous and charming. (4to. $1.25 boxed).

"Seem-So's," by L. J. Bridgman, is an entirely novel and original juvenile. On the right hand page appears a shadow, perhaps of an elephant, perhaps of a pump or perhaps even of a camel. Turning the page the shadow resolves itself into something entirely unexpected. Clever little verses accompany the pictures. (4to. 75c.)

Booksellers might note that McLeod & Allen, Toronto, are the Canadian selling agents for the publications of the H. M. Caldwell Co.

Macmillan Co. of Canada.

As usual the Macmillan Co. have prepared an excellent Fall list. There never is anything weak in their selection. The best authors only are secured and a high standard of work is demanded. This Fall there are, in their list, books by Rudyard Kipling, Stanley J. Weyman, Jack London, F. Marion Crawford, William le Queux, Rosa N. Carey and others.

Rudyard Kipling's book is entitled "Puck of Pook's Hill." In it he has allowed his marvelous imagination fullest play, and the reader is carried from period to period of early English history, and made a spectator of thrilling scenes with deft naturalness that is wonderfully convincing.

"The Invasion of 1910," by William le Queux, is a stirring account of a supposed secret and sudden invasion of England by the Germans. Through the carelessness of successive Governments the English army and navy were in no condition to cope with their well-trained foe, and

with the fall and sacking of London, England fell into the hands of Germany. ($1.50.)

"Chippinge," by Stanley J. Weyman, is a story of politics and of love—of the rotten borough, and the Reform Bill—instead of with sword and rapiers the battles are fought with the tongue or the pen—and the storm centre is in the British House of Commons. Yet in this, so greatly changing his place and period, the brilliant author has lost none of his spirit and power. The play of passion and prejudice, of motive and method, of love and jealousy, is not a whit less enthralling than the flash of the sword and the hiss of rapiers. Mr. Weyman is never dull; his stories grip the reader at the start, and hold him fast to the finish. ($1.25.)

There are two books on the Macmillan list by Jack London. "Moon-Face and Other Stories" is a collection of his recent magazine stories (ready September 15) and "White Fang" is a novel, with a theme, the exact opposite of that of "The Call of the Wild." It is a thrilling and dramatic story. (Ready October 25.)

In "A Lady of Rome," F. Marion Crawford continues the adventures of "Fair Margaret," after her successful debut in Brussels and the attempt of the King of the Belgians to capture her person. ($1.50.)

A new edition of Miss Jean McIlwraith's "The Curious Career of Roderick Campbell" is announced. The action of the story begins in Scotland, in the days of the Pretender, and then shifts to Canada, where Montcalm is an important figure. Abundance of good fighting, a rich vein of wholesome humor, and a delicious love story combine to make up altogether entrancing reading. ($1.25.)

A number of Israel Zangwill's stories of the Ghetto are to appear in a volume entitled "Ghetto Comedies." ($1.50.)

Pierre Loti's new novel, which has aroused great enthusiasm during its appearance in the Revue des Deux Mondes, will be published in the Autumn simultaneously in France, Great Britain, the United States and Canada. "Les Desenchantees," as the book is called in French, deals with the harem life in Constantinople, and it is one of the strongest and most dramatic pieces of work which have come from the pen of this famous author. Readers of his former books will not need to be reminded of M. Loti's wonderful gift for transferring to printed words the glorious colors and the picturesque life of the sensuous East.

Miss Rosa N. Carey's new novel is entitled "No Friend Like a Sister." In it she continues her steady course as a writer of pure, sweet books, whose influence is always uplifting. ($1.25.)

A book of interest to Canadians is James Outram's "In the Heart of the Canadian Rockies." The author describes and narrates his adventures while mountaineering in the Rockies of Canada, and incidentally gives a great deal of information about a fascinating region very little known as yet, even to the sportsman. Most of the book is devoted to the climbs and explorations of the modern mountaineer, bent on recreation, and it embraces the largest peaks and the grandest scenery in North America. ($2.75 net.)

"Vikings of the Pacific" is the title of Agnes C. Laut's new book ($2.00). "Merry-Lips" by Beulah Marie Dix, is another delightful story by the author of "Fair Maid of Graystones." In the Highways and Byways series, a new book on "Dorset," by Sir Frederick Treves, is a handsome addition. A note should also be made of the new two-volume edition of Morley's "Life of Gladstone," at $3.50 net per set.

In the Macmillan Miniature series, twenty-six new titles appear. The new books are by such well known writers as Lyman Abbott, James Lane Allen, Julia C. R. Dorr, Frederick Harrison, Richard G. Moulton, William Winter, etc. ($1.00 each.)

Laird & Lee, Chicago.

Dictionaries, diaries and automobile text-books and records occupy a prominent position in the Fall list of Laird & Lee, 263-265 Wabash avenue, Chicago. These books are all staples and consequently will be in steady demand. They possess the merits of worth and cheapness.

Laird & Lee are the publishers of a series of Standard Dictionaries, which have obtained wide recognition. Their Webster's New Standard Dictionary is issued in five editions—the Library, the Intermediate School, the High School and Collegiate, the Student's Common School and the Elementary School, respectively. The first-named is a most complete dictionary, supplying all manner of information about words, personal and common. It is thoroughly illustrated with text engravings, page plates and color drawings. ($2.50). The Intermediate School edition is an entirely new production, with the latest arrangements, containing 30,000 words and 6,000 synonyms. (50c.) The High School edition possesses all the features of the Library edition, but is less expensively produced. ($1.50). The Student's Common School edition contains 750 pages and many illustrations. ($75c.) And the Elementary School edition contains 20,000 words. (30c.)

A valuable pocket diary for 1907 is Laird & Lee's Diary and Time-Saver. A feature is a wax paper pouch inside the back cover, where stamps can be kept without danger of becoming stuck. Special attention is given to Canadian affairs and there are a number of useful maps. In addition there is a plentiful supply of handy information. The book is bound in full flexible red or black leather, gilt edges, gold stamped. (25c.)

In books relating to automobiles there is listed Krausz's "A.B.C. of Motoring," giving descriptions of the various cars and their mechanisms, lessons on the art of driving and laws relating to motoring. ($1). Krausz's "Complete Automobile Record" contains tables for recording expenses, putting down runs, etc. (50c.)

OPENED IN STRATFORD.

ON Aug. 1 Benson Johnston Co., Limited, wholesale stationery and office supplies, opened a store n Downie St., Stratford. The premises are elaborately fitted up with quarter-cut oak, Globe-Wernicke fixtures, and the whole presents a very attractive and rich appearance. The window is particularly attractive, consisting of two compartments, one made in the usual way for window display, but having a false floor, beneath which is situated the other compartment, used for displaying the smaller articles. Besides conducting an up-to-date retail business, the company are covering all of Western Ontario with practically all lines of office furniture and supplies. Among some of the specialties handled might be mentioned the Globe-Wernicke desks, filing cabinets and sectional bookcases. The Smith Premier typewriters and all typewriter supplies, the Triple-Expansion loose leaf ledgers, and also the River Series pens manufactured in England, of which they hold the agency for Canada. Two travelers have been engaged, Mr. A. Brickman, Stratford, who will handle the typewriters, and Mr. J. E. Booth, London, the other lines. The president and manager, Mr. Benson E. Johnston, is a native of Stratford, and has traveled throughout Western Ontario for the Globe-Wernicke Co.

BOOKS OF THE MONTH

LE QUEUX, WILLIAM.—"The Woman at Kensington." Toronto: The Copp, Clark Co. Cloth, $1.25. A woman, saved from prison by the pleading of a lawyer; that lawyer a man with a past—here are two elements that enter early into a story in which the action moves in London parliamentary circles. The woman, married to a wealthy South African, plays the game of intrigue from her mansion in Kensington. Her machinations extend not only to the people of her own generation but to their children as well. It is this evil woman in the midst of the story that gives to it its motive and interest.

MOBERLEY, L. G.—"That Preposterous Will." Toronto: The Copp, Clark Co. Cloth, $1.25. Godfrey Haines' will was on the face of it at any rate a most preposterous document. Instead of leaving his fortune to his godson, Alan Dayrell, who was a gentleman, he gave it to a "slavey," aged seventeen, in a London boarding house, with the proviso that if Alan married her inside three years, the fortune would be divided between them. Alan is already engaged and his scheming mother-in-law-to-be sets out to circumvent the will. This is the opening situation. The plot is unraveled with skill. Altogether this is a most entertaining story.

READ, OPIE.—"By the Eternal." Chicago: Laird & Lee. Cloth, $1.50. It is around the invincible Andrew Jackson of southern fame that Opie Read has woven a very fascinating story. The author has availed himself of many personal records and unpublished manuscripts directly connected with General Jackson's immediate family, with the result that in the story an insight is given into the family life of the hero of New Orleans, not to mention the sidelights which history has failed to disclose. The story is told by a youth named Staggs, whose love for Nettie, one of the other characters, provides the thread on which the romance is hung. The book is well-rounded and the characters stand out clearly.

TAYLOR, EMERSON GIFFORD.—"The Upper Hand." New York: A. S. Barnes & Co. Cloth, $1.50. In this story is traced out the course of righteous retribution on a man, who earlier in his life had committed a crime. Introduced as a hard and prosperous old mill owner, Alexander Warden becomes a pliant tool in the hands of a mysterious seafaring stranger, who calls himself Captain Bassett. This man evidently sets himself to punish Warden for his wrong-doing and the latter is powerless in his hand. The mystery surrounding a beautiful ward of Mr. Warden's is cleared up by the stranger and it is in her love story that much of the interest of the book lies.

Fire did about $10,000 damage to the wholesale and retail warehouses of the Empire Wall Paper Co., at Nos. 56 and 58 King street west, Toronto, on August 25.

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LADY BALTIMORE—By Owen Wister, author of "The Virginian."

This charming story still remains high in the lists of "best sellers," and with its delicate illustrations will make a good book to feature for the holidays.

PUCK OF POOK'S HILL—By Rudyard Kipling, author of "Kim," etc.

"Another Kim" is the verdict of the critics. Bound in a handsome scarlet and gold cover, with 26 full page illustrations. Will be published Oct. 2nd.

THE INVASION OF 1910—By William Le Queux,

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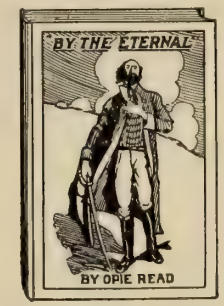
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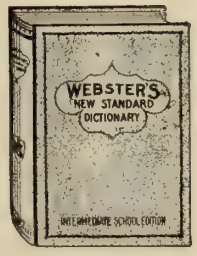
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THE MAGAZINE COUNTER.

THERE are six handsome color inserts in the September number of the International Studio. This fine art publication is a delight to the eye from cover to cover. It contains many illustrations, reproducing paintings, sculpture, and other works of art. In the September issue are to be found articles on "The Watts Memorial Gallery," "The Landscape Paintings of Montagu Smith," "Some Northern Painters and Their Homes," etc.

Beginning this month the North American Review is being published fortnightly instead of monthly as heretofore.

Sir Gilbert Parker's serial, "The Weavers," is announced for publication in Harper's Magazine. The first installment will appear in the October number.

The Busy Man's Magazine for October will be out on September 20. This issue will, for the first time, contain illustrations, a feature which should help considerably in the making of counter sales.

With the September number that excellent literary periodical, the Critic, ceased publication. It will be merged in the new Putnam's Monthly, to be issued by G. P. Putnam's Sons, commencing with the October number.

The publishers of Everybody's Magazine intend to launch a weekly in the near future. It will combine the ordinary features of a monthly magazine with those of a daily paper. It will be printed and published simultaneously in ten large cities.

The Four Track News has been sold by George H. Daniels to a company, headed by Walter A. Johnson. The name will be changed to the Travel Magazine and the pages will be enlarged considerably.

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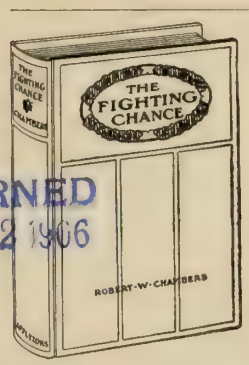
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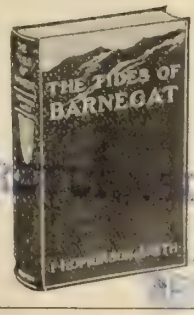
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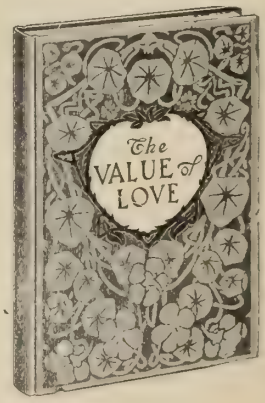
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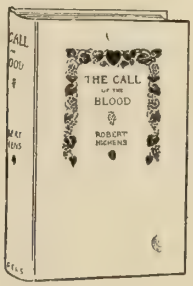
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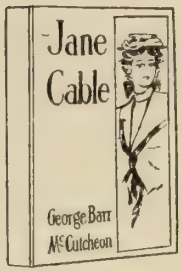
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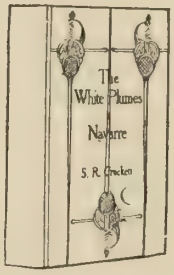
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Vol. XVI. SEPTEMBER, 1906. No. 9

BEWARE OF UNSCRUPULOUS FIRMS.

IN every business are engaged a greater or lesser number of unscrupulous persons who carry on a business which, when exposed, is seen to be what is popularly termed a skin game. The stationery trade is no exception to this general rule. Whether or not it be that there are special opportunities for those without a conscience to operate in this line remains to be seen. At any rate it is a sad fact that every month, every week, and sometimes for a period, every day shows up some fraudulent scheme. Merchants complain of being dishonestly dealt with by certain parties. In very few cases can anything be done to force these parties to make reparation to the one they have duped. The law cannot readily get at them so slippery are they. Seen in one city this month with some scheme which brings enormous profit to themselves and loss to the one taken in, the following month finds them in another centre with a new name and a new scheme. There seems to be no remedy for the evil. Experience is the only teacher to be relied upon. Unfortunately, too, many merchants go to school more than once—to their loss.

A cause of much learning at the school of experience is the too great eagerness of numberless merchants in snapping up what they believe to be a bargain. They receive from some obscure concern a very enticing letter, telling in glowing terms of something which the merchant cannot afford to miss. If this letter is not answered—usually it is, accompanied by an order—another missive along somewhat the same lines is sent. The second letter urges the point strongly, and appeals to the merchant as an experienced business man, asking if he can afford to pass such a bargain, with other complimentary remarks on his business sagacity. Those who have not learned, too often, are induced to order in this way. In a few days they receive their shipment, and when the goods are opened up the merchant finds he has been duped. He has dealt with an unreliable concern. But it does not stop here. The goods are sold eventually, but the sales result in dissatisfied customers, customers who may, perhaps, not come back. And all this comes of dealing with utterly unknown, unreliable and unscrupulous firms.

As stated before, there seems to be no remedy except the school of experience. If some merchants will persist in trading in "bargains" with unknown and unheard of firms, why they will have to suffer. But surely it were better to stick to some firms known to you through perhaps years of honest dealing than to skip from one house to another in a state of uncertainty as to whether you are being honestly dealt with or not.

CONSIDERABLE CAPITAL NECESSARY.

CONDITIONS of the present time make it difficult for young men, especially in the older provinces, to embark in business on their own account. A few years ago a little cash capital and great capacity for hustle constituted sufficient asset, and many large mercantile houses have been erected on that foundation. Now the merchant who would court success must carry a stock that runs into many thousands of dollars, and he must also be able to pay cash for it. Competition forces him into a much different system from that which used to answer his purpose. Department stores, perhaps, cut into his business to a greater or lesser extent, and he must fight them. His neighbor is able to sell for cash entirely, while he finds it necessary to extend a great deal of credit. His prices, however, must be no higher than the other fellow's, even though the latter has an advantage over him to the extent of the interest on money which he borrowed from the bank to secure cash discounts. There are many circumstances that might be enlarged, all tending to militate against the man who has not considerable capital behind him.

FALL PAPETERIES.

EACH season witnesses an increase in the number and excellence of Canadian-made papeteries, the 1906 showing surpassing anything yet seen. The Canadian manufacturers seem at last to have discovered how to meet the requirements of the market, and, from imitating foreign designs, they have now advanced to creating new conceptions themselves. Notwithstanding, there is still to be noticed a demand for the high-grade foreign product. Dealers seem to be prepared to accept Canadian papeteries for their medium and cheaper trade, but

still adhere to the high-priced foreign goods for their best trade.

The 1906 offerings are simpler, if anything, than last year's product. Last year there was a tendency to introduce what might be termed "freak" boxes. Odd shapes, with numerous drawers and other contrivances, were shown. This year it would appear as if more attention has been directed to beautifying the standard shapes. By this it is not meant that there are no novel shapes, but that there are fewer of them.

In decoration, holly is, of course, the prime favorite. It always lends itself to attractive purposes and is always appropriate. The colors are artistic and showy at one and the same time.

Floral decorations are always in order. Violets, daisies, carnations and lilacs are the favorites. Female heads are also used to advantage. On the juvenile boxes pictures are frequently introduced.

Fabric papers are used almost exclusively for filling. The vogue of this style of paper continues unchecked, and apparently there will be no cesation in the demand for it for some time to come. In envelopes there is an absence of novelty, the wallet-flap continuing in favor.

AN INEFFICIENT SERVICE.

DURING the past two weeks complaints have been heard in many quarters of the failure of the express companies to deliver consignments of goods expeditiously. No doubt the companies have had their hands full carrying the fruit crop, but by this time they should know how to deal with that problem. It is not a good reason to adduce for a failure to live up to their contract. When a shipment is delivered to an express company and payment is made, the company is under an obligation to carry that shipment at once to its destination.

During the past two weeks school openings have been held and goods have been ordered in a hurry, oftentimes by telephone or telegraph. Wholesalers have done their part and delivered the goods promptly to the express companies, expecting that the shipments would go through by first train. That the carriers did not do their duty was evidenced by the deluge of letters, telegrams and messages received by the wholesalers, asking why goods were not shipped. In towns, where competition is keen, it can readily be understood how aggravating the delay would be.

The express companies will have to improve matters in their own interests. Their existence depends largely on promptness, and unless they can be depended on to forward shipments at once, shippers will have to look for a more expeditious carrier.

THE AUTUMN PUBLISHING SEASON.

FROM now on the Fall books will appear thick and fast. There seems to be no diminution in the number promised. If anything, the list is a little fuller than usual, though it must be noted that some publishers have materially reduced the number of their Fall books. To our mind, this would seem to be a wise policy. Concentration of effort on a few first class books appears to be more advantageous than selling a longer list in which the good books are overshadowed by the mediocre.

A noticeable feature this Fall is the number of Canadian books announced. We will not refer to them at any length, as particulars will be found elsewhere, but we would urge booksellers to pay special attention to them. There are enough to make a good showing at any rate, and this will enable dealers to specialize on them. A Canadian table or a Canadian window or a Canadian corner, is worth trying, and we feel sure that publishers will give every assistance to those booksellers who evince a desire to make special displays.

There are several particularly strong books this Fall, which will soon find places among the best sellers. The publication of books by Ralph Connor, Sir A. Conan Doyle, Marie Corelli and Charles G. D. Roberts, are always events in the book world. Each of these authors has a novel ready this Fall.

Though fiction makes up the greater portion of the list, yet works of a more serious nature have by no means been neglected, and we find many handsome art books, books of description and travel, gift books, etc., ready for the holiday trade.

THE STEADY METHOD OF MERCHANDIZING.

THE merchant who adopts a policy that is calculated to give him a high standing as to reliability—and the term embraces a good many essential qualities—is on the road that will lead him to success, with the greatest amount of satisfaction and the fewest number of grey hairs. And this brings us to the conclusion that the steady method of merchandizing is the best. The direct result is the acquirement of a reputation, which represents that element in a business known as good-will, and which, if given a capital value, would show big dividends.

On the other hand we have the man who erects his business structure upon the uncertain foundation of "scare" sales—the term "scare" is borrowed from daily newspaper vocabulary, in which it is applied to headlines of the blatant, sensational variety. He may build high—and, doubtless, often does—but at no time has he acquired any standing with the public that has an appreciably quality of permanency about it. He holds his trade just so long as he continues to hand out bargains, and loses it just so soon as someone steps in with a little better bargain proposition than he has been offering. Cheap prices, not quality at commensurate values, form the keynote of his advertising, and the only way in which he can get the people into his store is by always having bargains to hold out as an attractive force. When reliable goods are desired, and quality is the paramount consideration, the stores that have applied themselves to the up-building of reputations for uniform reliability get the trade.

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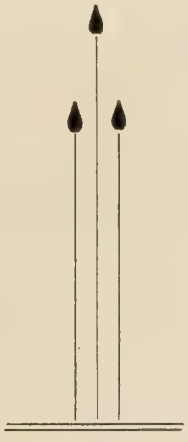
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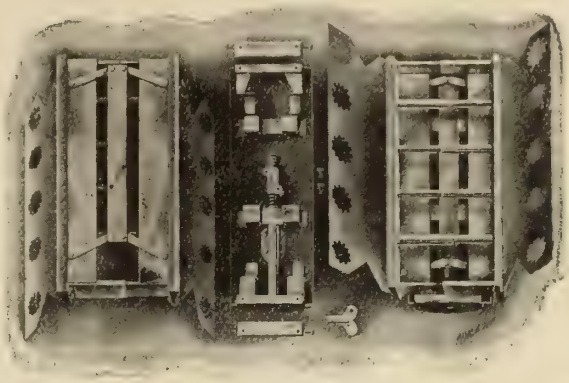
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HIGH GRADE PAPETERIES.

ON this page three illustrations of choice papeteric boxes made by the Eaton-Hurlbut Paper Company, of Pittsfield, Mass., are shown. They are taken at random from the immense range of boxes produced by these excellent manufacturers. The boxes shown have a particular Christmas flavor, emphasized by the holly decorations.

Apart from the extent of the line, which in itself is matter of remark, the outstanding feature is the dainty



CHRISTMAS PAPETERIE.
(Eaton-Hurlbut Paper Company.)

workmanship shown throughout. The Eaton-Hurlbut Co. do nothing on the cheap and they only cater to the best trade. Consequently a dealer handling their goods knows that he can depend on each separate article being exactly correct. This excellence extends into little out-of-the-way corners. The packing of the boxes, the tying of the ribbons, the corners and edges are all carefully attended to and each box is an exact repliqua of the handsome samples used by the travelers. As to the material, for which the boxes are receptacles, this, too, is just what would be expected from the reputation of the manufacturers.

It would be out of the question to describe minutely each particular box shown. Suffice it to say the variety is immense. The more expensive boxes with their Dresden satin coverings, their locks and keys and their beautiful contents, seem too fine almost for use. But there are less expensive lines to meet the lighter purse and no



CHRISTMAS PAPETERIE.
(Eaton-Hurlbut Paper Company.)

dealer need be deterred for reasons of price from stocking some examples of Eaton-Hurlbut papeteries.

Mr. Waterman, Canadian agent for the company, recently afforded Bookseller and Stationer an opportunity to inspect the line in his Toronto sample room.

SOME CANADIAN DESIGNS.

One of the handsomest papeteries seen this season in the fifty-cent class is the Waldorf, shown by The Copp, Clark Co. The box is oblong, with prettily designed cover. The outstanding feature is a genuine quill pen, brightly colored, which is attached inside to the top of the box. The ribbon with which it is tied is the same color as the quill and also the same as the ribbons with which the contents are tied. There are four boxes in the series, containing white, mauve, light blue and grey paper respectively.

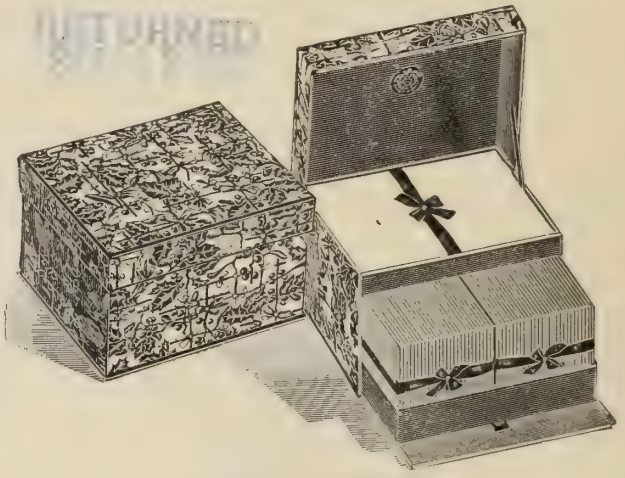
Another handsome fifty-cent line is the Country Series made up of three boxes, Iris, Apple Blossoms and Roses. As indicated the designs are floral, being embossed on the cover of the boxes. The titles are also embossed in gold.

The Haute Fantasie, also a fifty-cent line, has as its particular feature, note paper with embossed edges. It comes in three tints, grey, light blue and white.

Monaca Linen is a dainty box with drawer attachment. A stick of sealing wax adds to the appearance. The paper and envelopes have embossed edges. This, too, is a 50-cent box.

In deckle-edge papeteries, there is a box called Charta Egypta, containing a quire of paper and 24 envelopes. This is priced at 50 cents.

Cheaper boxes are Actaeon Cloth, with a moose head design in medallion, embossed; Scarboro Cut Linen, containing paper with embossed edges, and French Dimity, containing fabric finish paper in white, grey and light blue. These are listed at 25 cents per box.



CHRISTMAS PAPETERIE.
(Eaton-Hurlbut Paper Company.)

THE DENNISON DICTIONARY.

CATALOGUES are usually dry affairs. For the most part this dryness results from a close adherence to the old stereotyped forms. There is an absence of originality and no one enthuses over sameness. Whenever, therefore, some firm produces a novelty in the catalogue line interest is awakened and the catalogue proves a "winner." This is undoubtedly the case with the Dennison Dictionary.

The dictionary feature consists of indexed leaves, running in sections. Thus, to find the portion of the catalogue devoted to stationery, all one requires to do is to glance over the list of departments and open at the page marked "Stationery and Desk Supplies." There are in all sixteen sections running from materials for clubs, lodges, colleges and bazaars to tags, through a variety of useful paper articles.

After a study of the catalogue which, by the way, is charmingly illustrated in colors, one comes to the conclusion that the Dennison Mfg. Co. have discovered how to make a marvellous number of choice and dainty articles out of paper. Especially do their goods appeal during the Fall and Christmas season—the days when people begin to beautify their homes for the Winter and buy gifts for the holidays.



Post Cards that Please

WHAT A FEW OF OUR MANY CUSTOMERS THINK ABOUT

Our Post Cards

GENTLEMEN,—Allow me to congratulate you on your Postal View Cards, as without doubt they are the best we have handled this year, both in finish and artistic get up.

Yours truly,
W. V. MILLEN, Mgr. Stationery Dept
Hy. Morgan & Co. Ltd., Montreal.

GENTLEMEN,—The 20,000 Cards ordered we received promptly, and may say I am delighted. They certainly are the finest line ever offered to the trade on Prince Edward Island. We hope to repeat our order shortly.

Very truly yours,
J. J. TAYLOR,
Charlottetown, P.E.I.

GENTLEMEN,—The Postal View Cards ordered through your representative, Mr. Martin, have reached us. They certainly are a work of art and something strictly new to what we have ever had, and a large improvement to anything ever offered us. We anticipate large sales and will be pleased to repeat our order with you.

We are, very respectfully yours,
J. & A. MCMILLAN,
Per W. Simpson, St. John, N.B.

DEAR SIRS,—The shipment of Souvenir Post Cards of Peterboro and vicinity which we procured from you this Spring have proved exceedingly satisfactory. They are by long odds the best cards we have ever handled, and may say our stock was completely sold out before the season was over. This was in keen competition with other cards.

Yours very truly,
THE ROY STUDIO,
Peterboro, Ont.

REMEMBER—We only ask a trial order, but once you have the BEST, profitable results will follow.

McFarlane, Son & Hodgson

Manufacturing and Importing Stationers

MONTREAL

The Busy Man's Magazine

The Cream of the World's Magazines
Reproduced for Busy People.

$2.00 per Year

The MacLean Publishing Co., Limited
Montreal Toronto Winnipeg

The most popular pens are

ESTERBROOK'S

MADE IN ALL STYLES

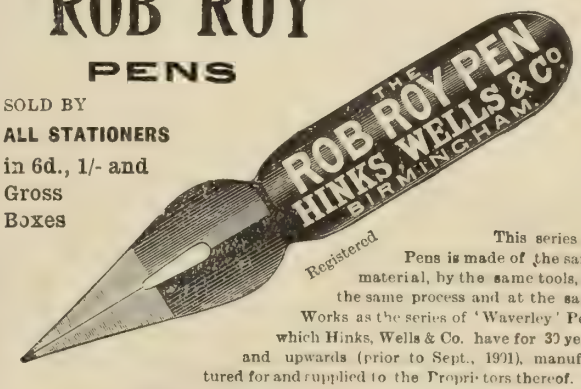
Fine Points, A1, 128, 333
Business, 048, 14, 130.
Broad Points, 312, 313, 314.
Turned-up Poins, 477, 531, 1876.

CANADIAN AGENTS:

THE BROWN BROS., LIMITED
TORONTO.

"ROB ROY" PENS

SOLD BY
ALL STATIONERS
in 6d., 1/- and
Gross
Boxes



This series of Pens is made of the same material, by the same tools, by the same process and at the same Works as the series of 'Waverley' Pens which Hinks, Wells & Co. have for 30 years and upwards (prior to Sept., 1901), manufactured for and supplied to the Proprietors thereof.

HINKS, WELLS & Co., Birmingham, Eng.

THE WAVERLEY SERIES OF PENS

Imported by all the Leading Stationers

They come as a Boon and a Blessing to Men.
The Pickwick, the Owl and the Waverley Pen.

Dealers make money in stocking the ***"Boons* and *Blessings."*** They are popular Pens throughout Canada. They are advertised and they are asked for. They are irreproachable in quality and give satisfaction to customers. They are asked for again and again.

We make pens to suit every hand—turned-up, turned-down, indented, oblique, square and round points.

Sample Cards and Trade Price Lists sent by return mail.

MacNiven & Cameron, Limited
Waverley Works, EDINBURGH

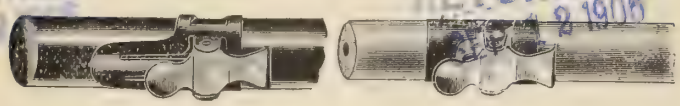
HERE AND THERE AMONG THE JOBBERS

Personal information for the guidance of buyers of stationery and fancy goods, especially procured by "The Monthly Visitor."

A USEFUL addition to any stock is a series of Hill's "For the Empire" motto cards. These are printed in red and black with illuminated initials, on white cards, and are very dainty. They can be procured at 60c. a dozen, and are saleable all the way up to 25c. apiece. The Copp, Clark Co. sell them in Canada.

* * *

The Limpet clips for lead pencils and fountain pens are a new contrivance secured by The Copp, Clark Co.



They have patent steel grips and can be worked easily with one hand, without fumbling. They sell at 5c. each.

* * *

It is now possible to secure Plashwater Weir Mill paper in tablet form. The Copp, Clark Co. have made up octavo tablets, plain and ruled, which they list at 80c. a dozen.

* * *

A full line of the various card creations of Charles Goodall & Son and the United States Playing Card Co. are in stock with The Copp, Clark Co., besides their own five and ten-cent packs, Defiance and Tandem. It might also be noted that they are the authorized selling agents for the Canadian Whist League's special card. They also carry the Wallace duplicate whist set and all other player's sundries.

* * *

Among new lines seen at The Copp, Clark Co.'s showrooms are red pencil erasers, selling retail at one cent each; Xylonite self-filling fountain pens, selling at 50c., and guaranteed to give every satisfaction; two new pencil boxes, highly polished, with strong locks, selling at 10c. each; boxes of Japanese napkins, 50 assorted designs in a box, retailing at 15c. a box.

Christmas bells, made of paper, will be favorite decorative features this year. A novelty in this line is a string of three bells, in small, medium and large sizes, which sells at 25c. The Copp, Clark Co., who show this line, also handle three sizes of separate bells, to retail at 5, 10 and 15c. each.

* * *

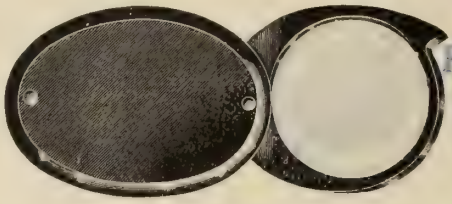
Stanford, geographer to His Majesty the King, has recently finished a new school map of North America, showing the Provinces of Alberta and Saskatchewan. The coloring is excellent. A supply of these maps is now on hand at the warehouse of The Copp, Clark Co., Toronto, together with the other maps made by Stanford.

* * *

The latest addition to the series of tablets manufactured by The Copp, Clark Co. is the Foreign Fabric. The cover is a very chaste design by a New York artist and the paper used is a high quality of fabric finish linen stock, plain only. The tablet sells at $1 a dozen.

* * *

The Copp, Clark Co. have just placed in stock a 20c.



folding pocket microscope, for school use. It is a very convenient article and excellent value at the money.

* * *

Maple Leaf linen is a new line of stationery just brought out by W. J. Gage & Co., and is a specially attractive one. The paper used is watermarked with maple leaves, making it quite Canadian in character, and the finish is the fabric one so much in demand now.

CLARK BROS. & CO., LIMITED

WINNIPEG

NEWEST FICTION, BERLINER GRAMOPHONES,
HOLIDAY PAPETERIES and TABLETS, PRINTERS' SUPPLIES

Most Complete Stock in Canada for Booksellers and Printers

CLARK BROS. & CO., LIMITED

WHOLESALE STATIONERS,

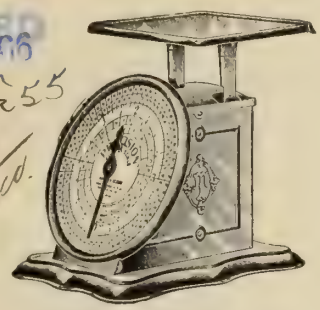
WINNIPEG, MAN.

It comes in white only in Oxford and Royal sizes, and is put up in bulk goods; note in handsome ½ ream boxes, envelopes in ⅛ M boxes, the decoration of the boxes being maple leaves to correspond with the paper. This line is also put up in papeteries in both Oxford and Royal sizes to retail at 25c. and 30c., respectively. The envelopes are of the popular wallet shape.

* * *

W. J. Gage & Co., Toronto, report that they had their full share of visitors this season during the Exhibition, calling at their Front street sample rooms, where they were made welcome by the travelers. The firm placed at the disposal of their visiting friends, as usual, an automobile for convenience in conveying them to the factory and warehouse on Spadina avenue, and, judging from the numbers who patronized it, the automobile was very popular.

SEP 12 1966



Precision Postal Scale

The Precision is the name of the new slanting dial postal scale made by the Triner Scale & Mfg. Co., and handled in Canada by The Copp, Clark Co. The dial, as shown, is in the exact range of vision. Figures and dial readings in two colors make them absolutely distinct. The platform is supported by double steel uprights, distributing weight and insuring accuracy.

* * *

After years of experimenting, Warwick Bros. & Rutter have at last hit on a method of stamping in gold on American cloth. The result is a series of American cloth counter blotters in varying sizes, stamped with the word "Blotter" on the cover.

* * *

A Fall novelty in the stationery line is the "Radiant" series, shown by Warwick Bros. & Rutter. The outstanding feature is the tinting in pink, mauve, blue or green on the edges of the notepaper and envelopes. The paper is hand-made deckle edge, and the envelopes the wallet boudoir shape.

* * *

A novelty seen at Warwick Bros. & Rutter's is the Klip-Klip pocket manicure. It is compact, is easily used and keeps the nails in perfect condition. Sold in cards of one dozen.

* * *

Warwick Bros. & Rutter have ready thirty-two styles in their new turkey leather memo book. The sizes are vest pocket, memorandum, upright, oblong, 32mo., 16mo., 12mo., and octavo. Ruling is faint only, faint and red, or quadrille. Prices range from 10c. to 35c. retail.

* * *

Balsam Sanitissue is a new medicated toilet paper put up in sealed cartoons. It is absolutely pure and is packed with every sanitary precaution. It sells at 15c. in roll or package form and is handled by Warwick Bros. & Rutter.

* * *

Something new made by Warwick Bros. & Rutter is a ladies' and gents' laundry list, for keeping a record of laundry sent out. The list is in duplicate, with detachable form for sending with the laundry.

* * *

Warwick Bros. & Rutter show a set of four comic bridge cards and four sets of puzzle cards, three to a set. They have also purchased huge consignments of Christmas post cards, and in Valentine post cards they have secured a wide range.

* * *

Orders for Valentines for 1907 are now being booked by Warwick Bros. & Rutter. This year's showing contains 50 different styles, entirely new in scope and treatment.

* * *

New goods seen in the showrooms of Warwick Bros. & Rutter are Moore glass-top pins, a handy contrivance, put up a dozen in a box; fancy floral glass paper weights; several styles of fancy pearl penholders, paper knives, etc., done up singly or in sets; a superfine red and blue lead pencil, to retail at a cent; tally cards in profusion; new fancy designs in poker chips.

The Particular Stationer

is the man to whom we cater all the time. All our plans are laid and all our energies are exerted to supply papers that will please the most exacting, for we know if you are satisfied, then those who use our papers will be pleased, and ask for them again and again, and advertise them to their friends. "Hurd's Name on the Box" stands for all that is best in stationery.

The wedding season is drawing near. Are you prepared for this trade? Let us send you samples and prices if you are not. We make the standard lines.

GEO. B. HURD & CO.

Fine Paper Manufacturers

425 and 427 Broome Street, New York, U.S.A.

TRADE MARK



REGISTERED.

J. L. McKAY STILL IN BUSINESS.

IN the July issue of Bookseller and Stationer, a paragraph was inserted to the effect that J. L. McKay, of Neepawa, Man., had disposed of his book and stationery business to A. J. Heffernan. We have been requested by Mr. McKay to contradict this report, as he has not sold out his business to any one, but is still continuing it at W. S. Gordon's old stand. Bookseller and Stationer regrets very much that an injustice has been done to Mr. McKay by the publication of this report, which was, of course, published in good faith.

Mr. McKay also forwards us the following statement signed by Mr. Gordon, from whom he purchased his business :

Neepawa, August 15, 1906.

To Whom it May Concern :

I, Walter S. Gordon, of the Town of Neepawa, beg to certify that J. L. McKay has purchased my business as a bookseller and stationer, and is entitled to any business connections which I have made.

Mr. A. J. Heffernan has not now, and never had, any interest in my business.

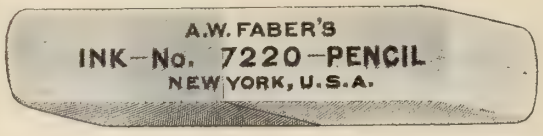
(Signed), W. S. GORDON.

VENUS Drawing Pencils

THE BEST THE WORLD PRODUCES
17 DEGREES—SOFTEST TO HARDEST MADE
Samples and particulars on request

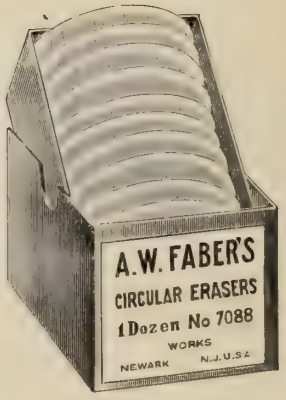
LONDON, ENG. ANERICAN LEAD PENCIL COMPANY, Mfgrs. NEW YORK





A. W. FABER'S

Pure Rubber Bands
Rubber Erasers



For Sale by all Leading Stationers

C. Brandauer & Co.'s - Limited



SEVEN PRIZE MEDALS.

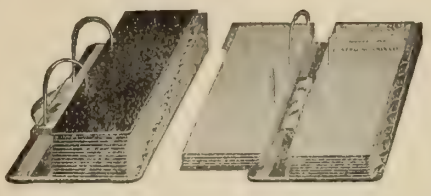
CIRCULAR POINTED PENS

These series of Pens neither scratch nor spurt. They glide over the roughest paper with the ease of a soft lead pencil. Assorted Sample Boxes, 6d., to be obtained from all Stationers. If out of stock, send 7 stamps to the Works, BIRMINGHAM. Attention is also drawn to our Patent Anti-Blotting Pens.

London Warehouse : 124, NEWGATE STREET, E. C.

Canadian Agents: SMITH, BRIGGS & HOWE, 21 Richmond St. W., TORONTO

The Ledgerette Bill File



A small, loose-leaf ledger for petty and transient accounts. Indexed, easy, simple.

Ledgerette, with 500 statements "in blank," retails at $2.00; costs dealer $12.00 per dozen. Sample prepaid, $1.25. Write

W. R. ADAMS & CO., 40 W. CONGRESS ST., DETROIT. MICH. Sole Manufacturers.

JOHN HEATH'S PENS



A good pen is a good servant, and **John Heath's Pens are made to serve!**

ALWAYS READY AND ALWAYS WILLING.

They were first 45 years ago, and are still leading the way. British made of British steel. Write for samples.

LONDON AGENCY

8 St. Bride St., LONDON, E.C., ENGLAND

DOLLS
TOYS
and Gift Goods in the
Druggists' Sundries

We wish to impress upon our customers and the trade in general the importance of placing their Xmas orders as early as possible as the most desirable lines naturally are the first to be broken in quantities.

A visit to our much improved Sample Room will, we believe, repay any buyer of Fancy Goods, Dolls, Druggists' Sundries, Etc.

The SUTCLIFFE-EDMISON CO., Limited

SUCCESSORS TO

THE KELK-SUTCLIFFE CO.

70 YORK ST., next to Crompton Corset Co.

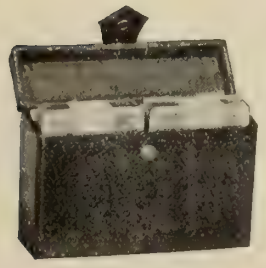
TRADE R MARK

C. F. Rumpp & Sons

Established 1850

MANUFACTURERS OF

FINE LEATHER GOODS



Bridge Whist Sets

WRITING CASES, HAND BAGS, MUSIC ROLLS, PHOTO FRAMES, CIGAR CASES, POCKET FLASKS, etc., etc.

PHILADELPHIA, U.S.A.

New York Salesroom: - - - 683 and 685 Broadway



Collar Rolls

YEARS OF EXPERIECNE

in catering to the most exclusive trade enables us to give our customers an exceptionally strong line, including a large variety of handsome papers in ream goods, wedding invitations, cards with envelopes matching, a large variety of staple and novelty papeteries, also tablets and everything required by a first-class stationer.

Write for samples of our celebrated fabric finished papers, Highland Linen, Berkshire Linen Fabric and Twotone Linen in the latest sizes.

EATON-HURLBUT PAPER CO.,
Pittsfield, Mass.

SCRIBNER PICTURE PUBLICATIONS.

A NUMBER of illustrations on this page serve better than words to describe the artistic excellence of the Scribner pictures for 1906, for which The Copp, Clark Co. are also sole agents in Canada. Howard



COPYRIGHT 1906 BY CHARLES SCRIBNER'S SONS

RIVALS

Chandler Christy, Harrison Fisher, Alonzo Kimball, A. B. Frost, C. D. Gibson—all popular artists—contribute to the series, and it is needless to say that their work always sells.

The Harrison Fisher calendar for 1907, of which the first leaf is shown, tells a romance in four pictures. It is 14 x 21 inches in size and is beautifully colored. Another attractive calendar is the American Beauty, also 14 x 21 inches, drawn by Alonzo Kimball. It, too, has four leaves, each depicting a beautiful head.

The two pictures by Mrs. Wiederseim—"Stung!"



COPYRIGHT 1906 BY CHARLES SCRIBNER'S SONS

TAKING TOLL

and "23, Skidoo! Skidee!"—shown in the illustrations, are done in black and white photograve, 5 x 8½ inches. They are uniform with the extremely popular picture "Nobody Loves Me." Mrs. Wiederseim also has other interesting juvenile pictures in the list.

The football player is one of four pictures by J. C. Leyendecker, measuring 12 x 15½ inches. The other pictures are rowing, hockey and running, and each is a splendid picture of the athletic young man.

The Fisher pictures are perenially popular, and this year's series, embracing "A Modern Eve," "The Shifting Sands," "The Fortune Teller," and "Taking Toll," are as good as anything the artist has yet produced. They measure 11 x 16, and are obtainable on mounts 19 x 24 inches.

NEW TRAVELER FOR THE WEST.

MR. JOHN MARTIN, representing McFarlane, Son & Hodgson, wholesale stationers, Montreal, has just returned from a visit to their western warehouse in Winnipeg. Whilst there the firm had just completed stock-taking, and found such a satisfactory state of affairs and such a promising outlook for increased trade from this branch of their business that it was decided to increase the stock already carried there and to appoint another traveling representative. The services of a competent man have been secured and he will at once take up his new duties calling upon the trade in the busy territory of the west. The Winnipeg business of the firm is in charge of Mr. T. H. Radford, a gentleman whose experience and ability in the stationery line are not unknown.

PERSONAL MENTION.

Mr. Thomas Clagett, of the J. B. Lippincott Co., Philadelphia, called on the trade in Toronto during the Exhibition.

Mr. L. A. Heath, late of Brandon, is now traveling for F. W. Law & Co., Limited, wholesale stationers and fancy goods, Winnipeg.

The junior member of the firm of Crosby Lockwood & Son, publishers of technical and scientific books, London, England, is at present on a visit to Canada.

That veteran book traveler, Mr. Charles Walton, of Charles Scribners' Sons, New York, was greeted by his many friends in Toronto early in the month.

Trade visitors in Toronto during the Exhibition included George Wood, of Ingersoll; Jas. I. Anderson, London; M. G. Hay, St. Thomas; F. H. Chapple, Galt.

Mr. S. B. Gundy, manager of the Toronto branch of the Oxford University Press, has gone west on a month's trip to the Coast. He has not been over the ground for twelve years.

Mr. Thomas C. Allen, of McLeod & Allen, Toronto, is at present away on a western trip. The Fall trip to the west has now become an established feature in wholesale bookselling.

Mr. C. A. Caldwell, of Dana Estes & Co., Boston, was noticed in Toronto recently. He came to take home his wife, who had been spending the Summer with her relatives in the city. Mr. Caldwell is a brother of Mr. H. M. Caldwell, of the H. M. Caldwell Co.

Visitors in Toronto from the Maritime Provinces during the Exhibition were: A. M. McLeod, Sydney and Glace Bay, C.B.; W. P. Smith, Amherst, N.S.; George McLean, Pictou, N.S. From Western Canada came C. Stuart, of Clark & Stuart, Vancouver, and D. J. Young, Calgary. From nearer Toronto came James Sutherland, Brantford; B. B. Baily, Simcoe; George Moore, Parry Sound; G. H. O. Thomas, Bracebridge; James Thomas, North Bay; P. E. Byrne, Beaverton. There were many more, but our reporter failed to secure their names.

RETURNED
Oct 16/06
to Bryant Press
Cut Book No. 56
Page No. 1
Adv.

Wall Paper

FALL HOUSE FURNISHING.

ONE cannot help noticing the growing tendency on the part of the public to do their house-cleaning in the Fall instead of in the Spring. Because of this, wall paper sales are increased more or less. The change of season is more noticeable in other house furnishing lines, however. People going to the country for the Summer are beginning to see and understand that it is hardly the thing to houseclean, lay new carpets, paper the walls and do other such work when the place is to remain closed and untenanted during the Summer months. As a consequence, in many cases the refitting is left until just before the return from the country, generally the beginning of September.

RETURNED
Nov 24/06
to Quinn
Cut Book No. 57
Page No. 77
Adv.



No. 1758.—A Cretonne Effect with Cut-Out Border; very dainty for chambers and in charming color schemes. Manufactured by Stauntons Limited, Toronto.

Idea is Growing.

Popular fancy seems to incline towards the idea. During the past couple of years this has been more noticeable than formerly, although the high class trade have been following this plan for the past five or six years probably. With each succeeding year, however, there seems to be a greater demand for house furnishing lines in the Fall.

DEALERS
tell us we give too good value in our
Wall Papers
for the price we charge. Well, perhaps we do. It's characteristic of the STAUNTON LINE. We give value so you can make good profits.
See our samples. You will find them better than ever.
STAUNTONS LIMITED
Wall Paper Manufacturers
TORONTO, ONT.

WALL PAPER IN CHINA.

A RECENT U. S. consular report says the use of colored papers for house decoration, which was scarcely known in China until quite recently, is now becoming general. The report continues:

"It is believed that these papers would find a good opening in the country, because, in certain towns like Shanghai, Hankow and Tientsin, they would be used, not only in the houses built for Europeans, but also in those of the Chinese of the wealthy class who follow European customs and habits. The papers used in China are very varied in colors, qualities, patterns, and prices; it is therefore advisable to send the greatest possible variety of samples, and papers representing landscapes, scenes and pictures of Teniers, tapestry, etc., would probably sell best. The frieze, which is placed immediately below the cornice, is generally of a greater depth than that common in European countries, and often measures as much as 15 or 16 inches. The best papers represent in these friezes landscapes, seascapes, borders of flowers, garlands, etc.. The ceilings of houses are also covered with paper with a simple pattern on a light-colored ground. Manufacturers are recommended to send varied and detailed catalogues of papers for walls, ceilings, friezes and borders, with samples at least 15 inches square. At the same time it is a good plan to send with the catalogues, which should be in duplicate, a small consignment of paper sufficient in quantity to decorate two or three rooms of ordinary dimensions, i.e., 16 x 20 feet."

PAYSON'S INDELIBLE INK



Trade supplied by all Leading Wholesale Drug Houses in the Dominion.

Received Highest Award Medal and Diploma at Centennial, Philadelphia, 1876; World's Fair, Chicago, 1893, and Province of Quebec Exposition, Montreal, 1897.

Standard Commercial Works.

Matte's Interest Tables,
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Full particulars as to rates and service at the nearest office of

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Interest allowed on all deposit of one dollar and upwards.

PICTURE POST CARDS

GOOD WORK FROM DRESDEN.

THROUGH the courtesy of Gustav. Ferd Schacht & Co., of Leipzig, Bookseller and Stationer has been furnished with samples of the work of K. Markert & Sohn, of Dresden, manufacturers of high-grade picture post cards. Each card in the set of samples is characterized by a distinctness of detail and delicateness of coloring that is only to be found in the best German cards. Series one consists of smooth-finish cards in green-black and platinum effects. These processes produce cards that resemble the finest steel engravings, each detail showing up with the utmost clearness. The second series embraces cards produced in collotype in a variety of shades and colors. The rougher finish brings out the light and shade most effectively. All these cards can be turned out within three weeks.

Next comes a novelty in what is termed a "passe-partout" card. Here the subject is framed in an attractive design, the shade and shape of which harmonize nicely with the picture enclosed. The series of hand-colored cards shown exhibits most careful treatment. The coloring has been done naturally and delicately, with the result that there is no glare.

The Doppelton photo cards in brown and blue are extremely handsome, exhibiting great care in treatment. The shading is most effective. These cards require from four to five weeks for execution. The productions of Markert & Sohn also include glossy cards and embossed cards.

WHAT VALENTINE IS DOING.

VALENTINE & SONS report an active trade for Fall, with excellent prospects for a busy season. They are constantly adding to their already large stock new and excellent designs; in fact this firm employ a number of special designers doing nothing else but getting up something new all the time.

One of the latest novelties is the new fan card. This card, by an ingenious device, opens up in the shape of a fan, exhibiting several local views, which are grouped in interesting series, such as Niagara Falls, Muskoka Lakes, Montreal Views, Toronto, Winnipeg, Rocky Mountains, etc.

Another new departure is the Mezzograph, a beautiful glazed finish in colors, exhibiting Canadian studies in various sets. Still another is the Artotypes, a new process of three color work by which valuable and original paintings are reproduced, also some Canadian scenes.

For the patriotic, a series entitled "Flags of the Nations" is very popular. In this series the flags of Germany, France, Russia and Japan are exhibited, to say nothing of "Old Glory" and our own grand old Union Jack.

The Canadian Girl series is one which Valentine Co. report very popular, and they should be, exhibiting as they do many of Canada's fairest beauties enjoying themselves in such healthful sports as ski-ing, canoeing, bathing, skating, Winter games, etc.

Other varieties include carbontypes, reproducing very pretty scenes printed in double tone sepia. Local conditions can be made by this process and sell well. There is also the ever popular actress series and innumerable variety of comics, the latter including new and very humorous series entitled "Our Picnic," "Out for the Day," and "Love Cycle."

The firm make a specialty of local views, and any good photographs sent them of a local scene can be reproduced on picture post cards in either color, carbon, moonlight, mezzograph or plain black and white finish.

NOVELTY ALBUMS.

JUST like a shell the post card novelties of the Berliner Bookbinding Co., (Wubben & Co., Limited), S. W. Wilhelmstr, 9, Berlin, Germany, have struck into the market. A look into the new illustrated catalogue will show that the house is thoroughly up-to-date. Novelties in nearly every size have come out.

Nice presents for children are the small albums, holding 50, or 100 cards, one on each page. These appear in more than a dozen different styles and designs. One, especially, with a soft cover of hamper-paper, seems bound to become very popular.

In quarto-size, an attractive album shows a copper-engraved medal; another presents a lady's portrait in imitation of embroidery. Then there is the Wubben patent album, which contains a scheme for fixing the card so that both sides can be examined without removing the card from the holder. This is an entirely new album and very saleable.

POST CARDS ARE BOOMING.

W. G. MACFARLANE, Toronto, reports the post card business to be in a most flourishing condition. August was the biggest month this house ever had, and September, with its big rush of Exhibition callers promises to reach even a higher notch in the ever-increasing volume of this firm's business.

The Art series of post cards recently issued by this house is having a phenomenal run. These cards are known as "Troilenes," being miniature oil paintings depicting western life in its various phases.

The great bulk of W. G. MacFarlane's stock is selected from the choicest lines to be procured in Europe, the same being personally selected by the head of the firm. Sample orders are solicited, which will invariably receive prompt attention, and a select assortment of the best selling lines will be included.

Post card albums, for which there is always a ready sale, are carried by this firm in all sizes, and at prices ranging from $2 per dozen to $36 per dozen. The albums are all of European manufacture and are splendid value. A circular is being prepared giving full particulars of the different lines.

Any dealer who has not already ordered his Christmas and New Year's post cards should not lose another day in giving this matter his attention. The final or-

ders for these lines will soon be placed with manufacturers, and as in former years, those who delay will find themselves unable to procure Christmas post cards when needed.

POST CARD BRIEFS.

W. J. Gage & Co., Toronto, are adding some new views to their series of colored Canadian scenes. They have also just received into stock a splendid assortment of post card albums to retail from 25c. up to $1. In connection with their post card department they are selling those revolving post card racks at a new reduced price. This is the best device in the market for showing

A SOLE IMPORTER.

VARIETY of stock is what is required to enable the post card dealer to take full advantage of his trade possibilities. Every dealer should endeavor to secure sample shipments of lines with which he is not acquainted; he is then able to judge as to the possibilities of the lines becoming good sellers in his district.

Living picture cards made from half-tone electros, are selling very freely in many of the cities in the east and throughout the United States. They have for several years been very popular in England.

A particularly good line of living picture cards is that made by H. Garner, of Leicester, England. The series includes love, courtship, marriage, sentimental,



MACFARLANE'S INDIAN SERIES (Reproduced in Troilene from Original Paintings by John Innes.)

these goods, and any of the trade who are not supplied with one or more should write this firm for information in regard to them.

The Copp, Clark Co. have sole control in Canada of Hurd's puzzle post cards. These cards come in four pieces, which, when joined, make up the picture of a mosquito or a dachshund pup, or an alligator or fish or sea serpent. The idea is to send the cards separately and let the recipient join them up.

Pretty girl designs, bearing holly and mistletoe, marked with the message "Season's Greetings," are shown by The Copp, Clark Co., for holiday trade.

sacred and illustrated songs, and a big line of comics.

The line is handled in Canada by A. H. Cooper, 73 Queen street east, Toronto, who is sole importer for Canada and United States. In addition, Mr. Cooper carries a large stock of collotype and colored views, floral and animal designs, and other up-to-date cards well worth the dealer's attention.

The stationery business carried on at Fredericton by McMurray & Co., will soon be taken over by a Woodstock company, according to report from Fredericton.



ONLY FOR WHOLESALE DEALERS AND POST CARD PUBLISHERS

MARKERT & SOHN

Graphic Art Works

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MANUFACTURE:

PICTURE POST CARDS

OF ALL PROCESSES

AS A SPECIALTY WE MAKE:

COLLOTYPE, COLOURED COLLOTYPE, DOUBLE TONE GLAZED and AUTOTYPE POST CARDS, ALBUMS

Ask for samples and quotations

Telegram Address KUNSTMARKERT, DRESDEN

BIG POST CARD OFFER

LOOK HERE! NOW LISTEN!

Local Postals—

250	of a design	- -	$3.75
500	" "	- - -	6.00
1000	" "	- - -	9.00
2000	" "	- - -	7.50 per M
5000	" "	- -	6.00 "
10000	" "	- - -	5.00 "

Please take notice that these cards are of German Manufacture and are postively the best obtainable.

It will interest dealers to know that our retail business in cards, during the Industrial Exhibition, exceeded $2,000.00.

A. L. MERRILL, 304 Yonge St., Toronto

Picture Made to order only according to instructions supplied.

Specialties: Modern Heliotype styles, plain and coloured. **Post** Very fine make. First class Goods only.

Well known for efficiency and high-class workmanship. **Cards**

Otto Leder

Meissen 19 Saxony

Picture Post Card Manufacturer.

WHOLESALE EXPORT

WILLIAM HADDON, Publisher

TIPTON, STAFFS, ENGLAND

Only Publisher of the "Haddon Series" of Pictorial Postcards

ARTISTIC AND UP-TO-DATE

Sample Parcels now ready for the trade

$1.00 Post Free

1000 Picture Postcards printed from customers own Photos in Collotype for $3.00.

1000 Postcards printed in color for $8.00.

TROILENE POST CARDS

Selling enormously all over Canada.

Three Sets. 10 in each Set. { Primitive Transportation in the West. Ranching Life. Indians.

Highly artistic, beautifully colored, reproduced from Oil Paintings by leading Artists. Five hundred thousand sold already. Every dealer should have this line. Send for samples.

Price $15.00 per thousand

FANCY POST CARDS

Our biggest sellers—tens of thousands being sold—Floral tinselled, about fifty subjects.

Prices $17.00, $18.00 and $19.00 per thousand

Baby Farm and Love Series, $10 and $12 per M.

Birthday and Greeting Cards, $8 to $15 per M.

Beautiful Figure, Landscape, Floral Fancy, $12 to $15 per M.

Metalized and Cloth Cards, $25 per M.

Hand Painted Floral, $36 per M.

Great variety of Comics, including American, Jordan, Porter, Bamforth, Ray, Glossy, etc., $5 to $30 per M.

Actresses, in great variety of subjects and finish, at $3 up.

We Have the Largest Stock of Fancy Cards in Canada

A Splendid Assortment of Post Card Albums Now in Stock

ALL CANADA CABINET

Containing 1,000 Handsome Cards, $12.00 Containing 2,000 Handsome Cards, $22.00

W. G. McFarlane, Canada's Greatest Post Card House Toronto

Imperial Series Postcards

To the Trade:

Write Quick for Samples and Prices.

WE LEAD IN

Black and White

Our Colored Cards

STAND ALONE

MONTREAL TORONTO QUEBEC
OTTAWA HISTORIC SPORTING
FISHING HUNTING
NORTHWEST SCENES

ALBUMS and **RACKS**

Always adding to our already well-assorted stock.

The Picture Postcard Co.

P.O. Box 334, OTTAWA, ONT.

Post Card Albums

We have on hand for immediate delivery a large assortment of well bound linen covered albums, with artistic cover designs in assorted colors.

The following is an especially good selling line.

Albums	**for 100 Cards,**		**$2.00**	**per doz.**	**Net**
"	**200**	"	**3.50**	"	"
"	**300**	"	**5.25**	"	"
"	**500**	"	**9.00**	"	"

For import, 12 doz. or more each line, we allow 10% reduction. Place your order for the Christmas trade now with us.

Prices for more expensive albums on application.

Write for our Catalogue of Souvenir Postal Cards

Montreal Import Co.

P.O.B. 696. **17 St. John St. MONTREAL**

OUR PORTRAIT GALLERY

ALFRED T. CHAPMAN.

WHILE still a young man, not yet having passed the fortieth milestone, Alfred T. Chapman may be said to be on the high road to success in his chosen line of business. With two book stores, each doing a flourishing business in books and stationery, Mr. Chapman is fast climbing that ladder of success to the goal to which many aspire. He is an Englishman, having been born in England in 1867. His early education he received at the King Edward VI High School, Birmingham, receiving further instruction later in Cheltenham. Going to Leipsic, Germany, he captured a German scholarship, and also became proficient in the language of the Kaiser.

Canada was looming large before the eyes of young Englishmen then as now, and Mr. Chapman decided to



Mr. Alfred T. Chapman

try his fortunes in the rising young colony. He landed in Canada in 1890, obtaining employment with Foster Brown & Co., then in the down town district of Montreal. In 1893 he was given the position of manager of the new up town store opened by the firm, what is now their main and only store. Not content with his position, and believing he could do better in business for himself, he opened a little shop at 517 St. Catherine street west in 1894. Since that time he has devoted his energies to making a success of the enterprise. In the course of time the business expanded, making it possible and necessary to open a branch store further up town, which was done in 1901, the present store at 859 St. Catherine street west having come into existence at that time.

At present the older store is being enlarged and renovated, giving more room for the carrying on of the ever increasing trade being built up by Mr. Chapman's energy and business ability.

L. R. Williams has opened a stationery store on James street north, Parry Sound. He will also handle school supplies and men's and boys' wearing apparel.

W. NEUMANN & CO., Wasserthorstrasse 42, Berlin, S. 42

High-class Collotype Printers

SPECIALTY: *Collotype Postcards* TO ORDER

Hand-coloured Collotype Cards **Glossy Collotype Cards**
Double-tone Collotype Cards **Photochrom Collotype Cards**

ALL KINDS OF VIEW-ALBUMS AND SAMPLE SHEETS

CHEAPEST PRICES. *WHOLESALE AND EXPORT ONLY*

TRADE NOTES.

THE DOUGLAS CO., LIMITED, booksellers and stationers, have disposed of their branch store in Strathcona to Thos. R. Tipton, late of J. G. Tipton & Sons, of Strathcona. This business was established in October, 1904, and during that time has developed into a flourishing business.

G. W. Willson & Son, picture frame dealers, etc., Montreal, have assigned.

The Weyburn Drug & Stationery Co., Weyburn, have sold out to R. B. Paterson.

G. R. McColl, drugs and stationery, St. Thomas, is advertising his business for sale.

Frederick Sharp & Co., books and stationery, St. Mary's, have sold out to W. G. Kenny.

The firm name of O. B. Stanton & Co., Limited, office supplies, Toronto, has been changed to O. B. Stanton & Wilson Co., Limited.

John M. Wylie & Sons, scientific publishers, New York, have appointed E. M. Renouf, Limited, sole agents for their publications in Canada.

George Powley & Co., wholesale paper dealers, have moved from 77 Bay street, Toronto, to the Willson Building, 60-62 Front street west.

Mr. Richard Dunn, formerly with Drummond, McCall Co., has joined the W. H. Newsome Co., Limited, Toronto. He had considerable experience in the Old Country selling typewriter supplies.

A useful little catalogue of sundry items in general use in high and public schools has been issued by The Copp, Clark Co., Toronto. Dealers can secure these catalogues in quantity to distribute among teachers and others interested in school work.

A booth has been reserved at the New York Business Show for the L. E. Waterman Co., who will have on display their varied lines. A member of the Montreal staff will be in attendance to take care of Canadian merchants who may visit the show.

There were always crowds of interested spectators around the exhibit of Davis & Henderson, manufacturing stationers, in the Process Building at the Toronto Exhibition. Two envelope-making machines and an envelope-printing machine were in constant operation.

R. H. Davis & Co., manufacturing stationers, printers, and paper dealers, of Yarmouth, N.S., have sent out a very neatly printed catalogue and price list of the principal stocks carried by this firm. A catalogue of this kind should prove very useful when ordering goods.

Early on the morning of September 7 burglars broke into Chapman's bookstore, 513 St. Catherine street west, Montreal, and stole fifteen dollars in cash and a bundle of stationery. It was evident that the store was entered from the front, the cellar window having been smashed.

A very neat circular illustrating their Ideal clip-caps has been gotten out by the L. E. Waterman Co. of Canada. This circular is one of the most attractive recently issued by the company. Merchants may obtain a supply (with name of merchant printed thereon) on application to the Montreal office.

James F. McMurray, George Hazen, Albert T. McMurray, Mary McMurray and Lalia C. Hazen, of Fredericton, are applying for incorporation as the McMurray Book & Stationery Co., Limited. The capital stock is to be $15,000. The company will take over the book and stationery business carried on by J. F. McMurray.

From the office of Managers Cochrane and Payne, there has just been issued an important announcement to the effect that negotiations have just been concluded whereby the United States Government, through the Department of Commerce and Labor, will be represented among the many exhibitors at the Fifth National Business Show, which takes place, under their management, in Madison Square Garden, New York City, October 27 to November 3, this year.

Warwick Bros. & Rutter, Limited, have sent out to the trade an interesting production in the shape of a large hanger, illustrating "The Making of a Picture Post Card. The four color processes are shown from the first printing of yellow to the final printing of black. On the left side the four original colors are shown, while on the right we are given the results of printing each color on its predecessors. This hanger will be of considerable interest, not only to the trade but to the public generally, who have little idea how picture post cards are produced.

The Canada Drug & Book Co., Nelson, B.C., have installed a new feature in their store. All the books have been gathered together fron all parts of the store and placed in a very neat library formed of Wernicke cases in the lower half of the store. The cases are so arranged as to make one large room and several smaller ones. The books are still divided into classes for the convenience of customers. The library contains all the reference works most in demand, the standard poets, historians, biographers and novelists. In a few weeks a special apartment will be devoted to school texts. A considerable space is devoted to recent works, among which novels are most numerous. These are in the largest apartment, and a writing table is arranged beside them.

MONTHLY REPORTS FROM TRADE CENTRES

LONDON, ENGLAND.

The Metropolis deserted—A word to British Publishers—Plans for our October Number—Some Early Announcements.

Office of BOOKSELLER AND STATIONER,
88 Fleet St., E.C.,
London, August 27, 1906.

FROM the retailers' point of view, this time of year, coming, as it does, between the close of Summer trade and the commencement of Autumn, must always be a dull one. As a matter of fact the exodus of townsfolk to seaside and country resorts continues unabated In fact, the advent of the shooting season brings round again the annual rush of sportsmen and their friends to the northern moors and mountains. For some little while the metropolis will remain deserted by its wealthier citizens. When that little while has elapsed, London will gradually fill up again, and trade will assume an aspect busier, one must hope, than it has been in the past.

Without being pessimistic, one must admit that the retail trade has not been all that could have been wished during the first half of the year. Weather conditions were for a long time the shopman's most determined enemy, and it was only when the holiday season was at hand, and the first holiday makers were taking their departure from town, that sunny days and cloudless skies prevailed. When folks commenced to go away, the shopman witnessed ideal shopping conditions. Ever since then there has been an almost unbroken succession of bright, sunny weeks, and one can only hope that this state of weather will continue until the Autumn season, now fast approaching, will open up again.

Meanwhile, the wholesale stationery and publishing houses are busily getting together samples and lists, and planning their Autumn and Winter campaigns. Many travelers are still away from business on vacation, but by the end of next week the majority of them will be back again, and hustling will commence in earnest. Stationery houses and art publishers have, for the most part, got together the best part of their Autumn goods, but the book publishers are only now commencing to form some idea of what literature they will have to offer. Some have their Autumn lists in the press; others are only now preparing the manuscript of these lists.

* * *

It really is most unfortunate that publishers should be so late in getting out their lists of new books. By the time Canadian dealers know what the English publishers have to offer the season is well on, and a great deal of valuable time has been lost. It is most unfortunate that British publishers have not yet fully realized the necessity for giving more individual attention to the Canadian market. Since circumstances require it, a colonial list should be gotten out in advance of the English one. A little business-like forethought should make this quite possible. In fact, the majority of British publishers could well afford to devote greater individual attention to Canadian book buyers in many respects. They are too fond of leaving Canadian wholesalers the best part of the pushing work. Of course, where the Canadian house buys the publishing rights it is natural that the British publisher should leave the Canadian market alone, but, as is generally the case, where the British publisher employs the wholesaler or agent merely as a distributing medium, it is his duty to do more than he does to let the trade and the reading public know a little more about the books he has to sell. Such a course would clearly be in his own interests. It is a generally acknowledged fact that when wholesalers or agents are handling the productions of numerous publishers, they are naturally able to give only a brief and occasional notice to the chief works, whereas the publisher who advertises his books not only works in harmony with his distributors, but secures such extra attention from buyers as will enable them to effect extra sales.

* * *

As is well known, Bookseller and Stationer takes the keenest interest in the attitude of British publishers towards Canada, and since it has not been found possible to secure any efficient advance announcements from the Old Country, it proposes to make the October issue a British publishers' one. That is to say, it will contain as much British advertising and British review matter as can be obtained. No pains will be spared to advise publishers of this issue, and upon them must rest the results. By October practically all the British publishers' lists will be available. Canadian buyers of every description are asked to watch this October issue, and to encourage our advertisers by according them their patronage.

The October number will not, however, deal exclusively with British publishers of literature. There will be a good deal of important and original editorial and advertising matter in regard to Fall and Winter lines of stationery and post cards, Christmas cards, and 1907 calendars, etc. All such matter will be selected with special reference to the requirements of Canadian buyers, and it is to be hoped that results will be to the mutual satisfaction of buyers and sellers. So much for the October number.

* * *

Perhaps by this time many of our readers will have heard of the death of Mrs. Craigie, better known as "John Oliver Hobbes." By her death the literary world loses one of its brightest lights. In a brief career, commencing with the publication of "Some Emotions and a Moral," by Mr. Unwin, in 1891, she has quickly risen from small things to great. Like many other authors of repute, she began her career by writing short stories. Like many other authors, too, she essayed drama, without any marked success.

Another member, well known in publishing and journalistic circles, has been removed in the person of Mr. Wm. Collins, chairman of the Glasgow publishing house, Wm. Collins, Sons & Co., Limited. This gentleman was responsible for his firm's progressive colonial policy in no small degree, and many Canadian book dealers will remember that their Mr. A. B. Glen was recently in Canada. The deceased gentleman met with a fatal accident through falling down the well of a lift at his private residence in London.

* * *

An enormous quantity of picture post cards are passing through the post as a result of the holiday season. All Britain seems to be on tour. Every one of the millions of souls that have migrated to seaside or country resort for their vacation seems to consider it a bounden duty to send away anything from one to a dozen cards to friends. The bulk of these cards are local views.

The most noticeable feature is that the people want the best cards in preference to the inferior kinds, so that trade is particularly brisk in the higher class productions.

* * *

At last the much-needed Musical Copyright Bill has been put through Committee in the House of Commons. On the recommendation of Mr. Gladstone the bill has been made applicable to the whole of the British Isles. This is a bill that is likely to do a great deal of good to both musical publishers and composers. It is a strong bill, an amendment that hawkers should only be fined when they know they are selling pirated music being thrown out as a weakening proviso.

* * *

"The Treasure of Heaven" is Marie Corelli's latest production. This is published by A. Constable & Co. It is adorned by a frontispiece photograph of the authoress, a fact which, no doubt, the publishers expect to increase sales. As is well known, Miss Corelli has often declared her objections to being photographed. To make such a lot of her photograph, as she does in the preface, seems somewhat undignified, however.

Eden Philpotts has a new novel, entitled "The Poacher's Wife," in the press with Methuen & Co. It is a tale with a large adventure and sport element involved.

Rev. Hugh Benson, whose historical novels have proved so popular, has added "The Queen's Tragedy" to his others.

In addition to several new books for boys and girls, W. & R. Chambers have added several educational works to their Nineteenth Century Series. This series is handled in Canada by the Linscott Publishing Co., of Toronto.

In the middle of September W. Blackwood & Sons will publish "Fisherman's Gat," a story of the Great River, by Edward Noble, and, shortly, "The Heir," by Sydney C. Grier.

At last it seems as though an author has arisen who can fill the gap in literature caused by the death of that best of boys' writers, G. A. Henty. That man is Herbert Strang. Several thrilling tales have already come from his pen, and now Hodder & Stoughton are about to publish three new books, "One of Clive's Heroes," "Samba," a tale of the Congo rubber slaves, and "Jack Hardy," a story of adventure in the days of Napoleon.

O. P.

MONTREAL.

Tourist Trade has been most Satisfactory—Indications point to Excellent Fall Season — Pictorial Post Cards in Strong Request.

Office of BOOKSELLER AND STATIONER,
232 McGill Street, Montreal,
September, 10, 1906

DURING the entire Summer season which has just closed tourist trade has been very satisfactory. On all sides merchants express the opinion that the volume of tourist business has been larger this year than last. With the ever increasing number of tourists visiting Montreal comes larger sales to this class, a fact which has been amply demonstrated this year. In a great many cases efforts were made to attract the attention of the traveling public to certain special lines. Success attended these merchants to a greater or lesser extent, and in this way good results were realized in certain lines, besides what was done in regular goods.

Illustrated post cards have been given special attention during the Summer, to mention one such specialty. The more expensive cards have had quite a run, particularly those classed as view cards, and showing local points of interest. City business in the different card lines has been good also.

* * *

School supplies are now selling. Booksellers have, most of them, gone to a great deal of trouble making arrangements for the school supply season in anticipation of extensive trade. So far, speaking generally, they have been justified in their preparations. Indications point to continued activity in school necessities for some time yet.

* * *

Summer books sold very well this year, booksellers stating that their business during the past two months was such as to leave then satisfied with the trend of events as witnessed during the Summer. While trade was not particularly active, yet it came up to, and, in many cases, surpassed last year's figures for the corresponding period.

* * *

New books are beginning to appear in numbers, as usual in the Fall. Dealers anticipate good returns from Marie Corelli's new book, "The Treasure of Heaven," while Robert W. Chamber's "The Fighting Chance," is looked upon as a coming book. "Lady Evelyn," by Max Pemberton, and "Doc Gordon," by Mary E. Wilkins, are among the other new books seen in Montreal stores.

J. J. G.

TORONTO.

The Exhibition Rush benefits Trade — English visitors in the City — Travellers start for the West.

Office of BOOKSELLER AND STATIONER,
10 Front Street East, Toronto.
September 10, 1906.

EXHIBITION days and Exhibition weather have made trade boom during the last two weeks. Dealers maintain that never before have they felt the benefits of the Exhibition to such an extent. Heretofore visitors have come to the city to see the Exhibition and have not spent much money outside its gates. This year, on the contrary, there has been a marked tendency to make purchases in the down town stores. This is no doubt due to a plentitude of funds. Book, stationery and fancy goods stores have benefited along with other stores. Their sales have been mainly in the way of novelties and souvenirs.

* * *

One dealer commented on the number of English people who have visited the city this Summer. They were naturally interested in goods with which they were not familiar in England. At the same time American visitors, who have come to Toronto in large numbers, showed considerable interest in English books.

* * *

Publishers here are clearing the decks for the Fall rush. Several books have already appeared, but the great mass of Fall publications will not be ready until October and November. Meanwhile travelers have been despatched to the west, which is coming to be regarded as a rich field. The Copp, Clark Co., William Briggs and McLeod & Allen, have each sent a man, while Mr. S. B. Gundy, manager of the Oxford University Press, is covering the ground in person.

SHOW CARD WRITING

BY CRAFTSMAN.

(Continued from August Number.)

THE alphabet in first illustration was lettered in five and one-half minutes with a No. 7 brush in 1½-inch squares. This class of single-stroke lettering is much used by dry goods stores in large cities, where cards are not only changed each day, but also often during the day. Consequently rapidity is very essential.

Your paint should be somewhat heavy for this work; therefore if you use letterine do not mix it with water. When you make the letter "H" slant the side lines a trifle outward at the bottom. This hides many imperfections which in the square "H" are instantly noticeable. After using the No. 7 brush make the entire lesson with a No. 5 brush in 1-inch spaces, always keeping your brush filled with thick paint. Now, with the No. 11 brush, write the letters in 2-inch spaces, then 3-inches high. This practice will make all of the following brushwork comparatively easy.

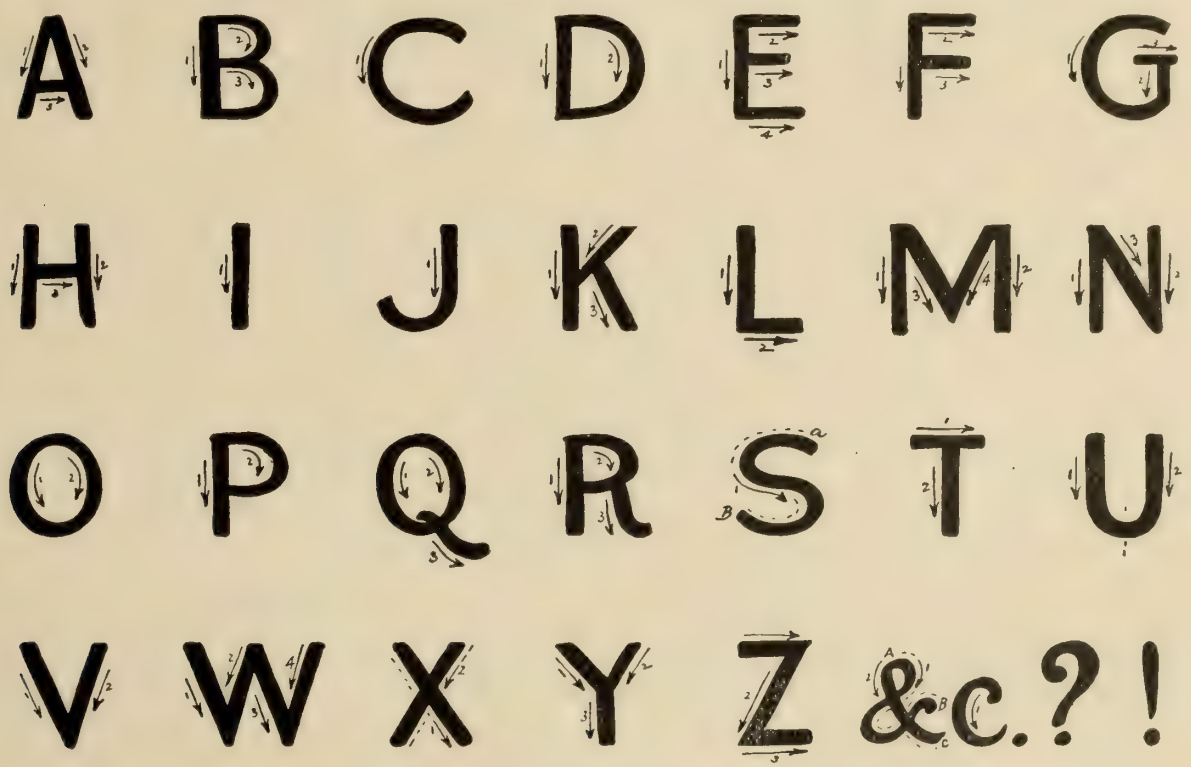


ILLUSTRATION No. I.

Lower Case Stump Work.

The lower case or smaller letters (illustration No. 2) require much more time and care on account of the finish of the ends of the letters. This finish is accomplished as shown in the letter "I" (see the end illustrations on the lower case plate). Learn also to make these with your various sized brushes.

White Paint.

The most difficult of all paints to mix and apply properly is white. Next to black, white is most frequently used. After years of experimenting we can assure you that the best white to use is Cremnitz white. It is a species of white lead, and is a finer grade of flake white, which is almost as desirable and less expensive than the former.

You can buy these paints either in distemper or dry. The best sizing to mix with it to obtain a pure white is mucilage made from gum arabic, instead of the common mucilage in ordinary use, although the latter may be used to good advantage for sizing of all other colors.

The dry white must be thoroughly mixed with the gum arabic and carefully thinned with a little water. The best way to use it is to prepare it as stated and to pour it into a small receptacle. When writing pour a little of it on a slab of glass or marble, frequently working it over with your palette knife.

The next best white is dry zinc. If you buy this ask for zinc c.p., (chemically pure). It is also a poison, being made from the white fumes of the oxide of zinc. It is not as opaque as the other two whites, but can be used with good effect when the others are not available.

White letterine can also be used to good advantage, providing the fluid part is drained off and used instead of water for thinning the thick sediment in the bottle.

If you will use letterine for card writing, or designs of any kind, on black, grey or red backgrounds, both for pen and brush work, you will avoid much of the trouble and time consumed in mixing whites.

Cardboard.

The regular size of what is called a "full sheet" of cardboard, such as is used by show-card writers, is 22 x 28 inches. If the writing is to be across its widest dimensions, the card is called "landscape;" when the writing is up and down the narrow width it is termed "upright."

Half sheets are 11 x 28 inches; quarter sheets measure 11 x 14 inches; eighth sheets are cut 7 x 11 inches.

When quantities of similar sizes than halves, quarters or eighths are wanted, the exact sizes should be stated, and firms that sell cardboard will cut it any size required at trifling additional cost. It is never advis-

able to cut sheets by hand, as the edges are never as smooth as when cut with the card-cutter's knife. Cardboard used by the professional card writer is generally eight or ten ply in thickness, which is thick enough for most purposes.

Board can be obtained in various colors, usually colored on one side and natural white on the other side. Many cards are coated white on one side, others are coated white on both sides; others are natural pulp color, greyish white without any coating on either side. Cardboard in dark red, dark green, blue, maroon and dark or light grey and black can usually be found in ten ply, and, with the exception of blue and maroon, is the most often used.

Tinted cardboard, used in connection with a colored mat which serves as a frame around it, is generally the same color on both sides, and can be procured in various thicknesses—four, six and eight ply. The tinted eight-ply card is mostly used by show-card writers, as thinner stock is undesirable. It can be bought in about twenty different tints. The colors most in use are yellow, buff, azure, pearl, pea green, nile green, heliotrope, pink and salmon. The size of these sheets is always 22 x 28 inches, and they are termed "full sheets."

"Double fulls" can be had of some dealers in ten ply white card, in size 28 x 44 inches. This size is desirable for large signs, which should have no seams or joints. For larger card signs, several full sheets are joined by gluing strips of card across the seams on the reverse side. The front seams should be made to meet evenly. What is used mostly as matboard for show cards is an eight or ten-ply card in grey, brown, dull green (called new green), and red. These, having unglazed surfaces, form an excellent contrast with the glazed surfaces of the inner cards. They can be had in full sheets 22 x 28 inches.

Mounting Cardboard on Frames.

Show cards in half or whole sheets, to appear perfectly flat and even, and to stand wear, should be mounted on wooden frames called "strainers." For half sheets the frames are usually made of pine wood, ½ x 1 inch. For whole sheets the frames are 2 inches wide and 1 inch thick. The frames should be neatly mitred at the corners, and fastened with solid round wire nails. One side of the frame should be smeared with glue, which should be left exposed at least five minutes.

Now run a thin layer of glue about one-half or one inch around the card, leaving it exposed to the air about five minutes, then place it on the frame. The glue will have become tacky, and the card will readily stick. Take a clean rag and spread the card smoothly on the frame. The cardboard should first be moistened on the side which is to be glued down. Take a sponge or rag; wet it so that it is thoroughly soaked; gently squeeze out all the superfluous water and moisten the entire back surface of the card. Ten to twenty frames can be piled one on top of the other in this way. Some heavy straps of iron, marble slabs, or boards on which any heavy object may be placed, may be put on the top frame, and should be left standing at least fifteen hours. The next day the cards will be found thoroughly glued on the frames, and their surfaces taut and smooth, but possibly damp. To make them thoroughly dry, separate them and stand on edge, leaning them against the wall for a few hours.

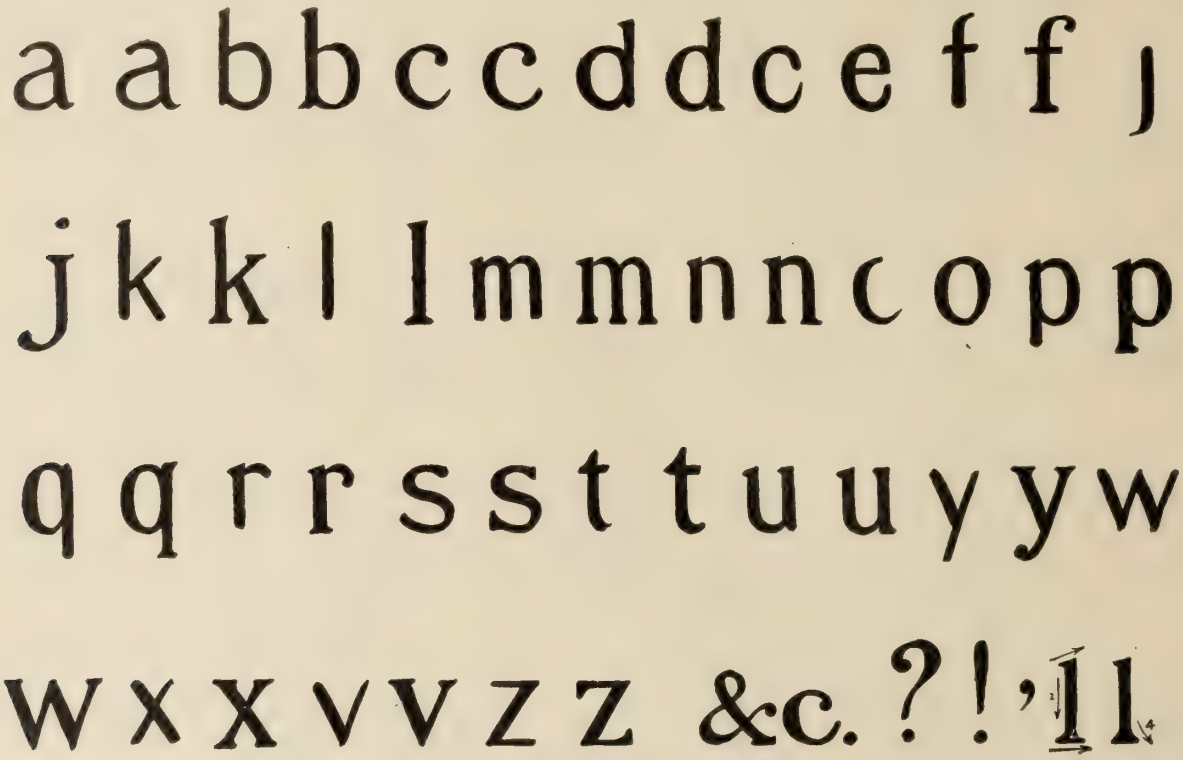


ILLUSTRATION No. 2.

Of course this leaves the wooden edges of the frames exposed. Most show-card makers paint a narrow edge line of color about half an inch from the edge of the card and then paint the exposed wooden sides of the frame with any color, either in contrast with the outer card surface or to match it. The high-class artist, however, would not do this. He binds the edges with some kind of paper, particulars of which will be taken up in this series of articles under the heading of "Edging."

The card should be written and completed before the edging is glued on, as handling either soils or tears the edges. Soiled edging can be covered frequently, thus giving the old card the appearance of newness.

(To be continued).

NEW CANADIAN COPYRIGHTS

Registered at Ottawa during August, 1906

Alexander Muir. Portrait. The Alexander Engraving Co., Toronto.

Mountain Wild Flowers of Canada. A simple and Popular Guide to the Names and Descriptions of the Flowers that Bloom above the Clouds. By Julia W. Henshaw. Book. Mrs. Julia W. Henshaw, Vancouver, B.C.

An Historical Poem. The St. Lawrence River. By Judith Julia Farley. Book. Judith Julia Farley, Quebec.

Whispering Waves. Waltzes. By Harry J. Lincoln. Vandersloot Music Publishing Co., Williamsport, Penn.

The Joker. March Two-Step. By Abe Losch. Vandersloot Music Publishing Co., Williamsport, Penn.

Vingt-Quatre Juin. Choeur de Chant. Par Paul-Emile Prevost. Composition musicale. Dr. Paul-Emile Prevost, Montreal.

Elie's Shorthand. Par Prof. William Eli. Livre. William Elie, Montreal.

The Annual Financial Review. Canadian, July, 1906. Book. William Robert Houston, Toronto.

Le Venerable Francois de Montmorency-Lavel. Premier Eveque de Quebec. Par l'Abbe Auguste Gosselin. Livre. Auguste Gosselin, (Ptre), St. Charles, Comte de Bellechasse, P.Q.

Victoria Park, Berlin, Ont. Photograph. The Panoramic Camera Co. of Canada, Toronto.

Agreement. Blank form or chart. Charles Louis Covni and Frederick William Gretton, Toronto.

Proposition. Blank form or chart. Charles Louis Covni and Frederick William Gretton, Toronto.

The Panoramic View of Guelph. The Post Office Square, Guelph. Panoramic View of Quebec. Main Building, Parliament Buildings, Ottawa. Canadian National Exhibition, from Foresters' Arch. General View of Canadian National Exhibition. Photograph. The Panoramic Camera Co. of Canada, Toronto.

College Chums. Song. Words by Vincent Bryan. Music by Gertrude Hoffman. Jerome H. Remick & Co., New York.

I Ain't Going Back to Baltimo' no Mo'. Song. Words and music by Shepard N. Edmonds. Jerome H. Remick & Co., New York.

St. Thomas City Directory. 1906. The Union Publishing Co., of Ingersoll, Ingersoll.

If I Only Had the Nerve. Song. Words and music by Vincent Bryan. Jerome H. Remick & Co., New York.

Redemption. Roman. Par Rodolphe Girard. Illustrations par Georges Delfosse. Livre. Rodolphe Girard, Ottawa.

The Lay of the Last Minstrel. By Sir Walter Scott. Edited with notes by John C. Saul, M.A. Book. Morang & Co., Limited, Toronto.

Selections from the Nature Poets. Edited with notes by Andrew Stevenson, B.A. Book. Morang & Co., Limited, Toronto.

The Administrator March. Two-Step. By Adam Blatz. The John Church Co., Cincinnati, Ohio.

Among the Heathen of Canada, which is now being published preliminary in separate articles in the Haileyburian, of Haileybury, Ontario. Book. C. C. Farr, Haileybury, Ont.

Table de Multiplication, avec Dessin et Alphabet Ecrit. Carte. Marie Josephin Proulx, Montreal.

It's Long Way Back to Dear Old Mother's Knee. Song. Words by Alfred Bryan. Music by Halsey K. Mohr. Sweet Julienne. Song. Words and music by Jean C. Havez. I Know I'm not Your First Sweetheart But Let Me be Your Last. Song. Words by Will. A. Heelan. Music by Ed. Rosenbaum, Jr. Do not Forget the Old Days. Song. Words and music by Jean C. Havez. Roll, Roll On. Imagine You're a Railroad Train. Song. Words and music by Geo. A. Norton. Shovelin' Coal. Song. Words and music by Jean C. Havez. Time has Brought no Changes to my Heart. Song. Words by Geo. A. Norton. Music by Geoffrey O'Hara. I'd Rather be a Lamp-post in New York. Song Words by Sam Lewis. Music by Joel P. Corin. Lew Dockstader Publishing Co., New York.

Pastor's Family Record Card. John George Whiten, Toronto.

The Lord's Supper. By George C. Pidgeon, D.D. Book. The Musson Book Co., Limited, Toronto.

Canadian Musical Bureau, 1906-7. Book. William Campbell, Toronto.

Directory, 1906, New Westminster City and the Municipalities of the Fraser Valley, 1906. James Davis Taylor, New Westminster, B.C.

Strongheart. Intermezzo Two-Step. By Will E Dulmage. Sam Fox Publishing Co., Cleveland, Ohio.

Digby, N.S., No. 19. Digby, N.S., No. 21. Photographic views. Ralph N. Harris, Bear River, N.S.

La Sainte Face de Jesus. Image. Marie Eugene Prevost, Montreal.

Humility. By Henry T. Claghorn. Poem. Henry T. Claghorn, Philadelphia.

Motor Boat, Yacht, and Sailing Skiff Rules and Racing Schedules of all Clubs on Lake Ontario. 1906. Book. George Henry Learned, Toronto.

The Dominion Commercial Travelers' Guide, 1906. Book. H. W. Wadsworth, Montreal.

The Vine-Clad Cottage. Words by G. F. Gould. Music by G. T. Veal. George F. Gould, Toronto.

Caesar and Virgil. For Junior Matriculation. Edited with Introduction, Notes, Exercises and Vocabularies. By E. W. Hagarty, B.A. Book. Morang & Co., Limited, Toronto.

Lake Superior Corporation Industries. (1) Photograph. G. N. Bartlett, Sault Ste Marie, Ont.

Bird's Eye View of Ship Canal, Sault Ste Marie, Ontario, with Steamer Northwest in Foreground. (2) Photograph. G. N. Bartlett, Sault Ste Marie.

Steamer Northwest in low water in Canadian Ship Canal. (3) Photograph. G. N. Bartlett, Sault Ste Marie.

Bird's Eye View of the American Locks, Sault Ste Marie, Michigan. (4) Photograph. G. N. Bartless, Sault Ste Marie.

The Self-Checking Note and Account Sheet. Blank Form. Benjamin James Lawson, Amherst, N.S.

Stoney Lake Regatta. Photograph. R. M. Roy, Peterborough, Ont.

The Catholic Confessional and the Sacrament of Penance. By Rev. Albert McKeon, S.T.L. Book. Rev. Albert John McKeon, Saint Columban, Ont.

Camp Niagara, with a Historical Sketch of Niagara-on-the-Lake and Niagara Camp. By Lieut. Col. E. Cruickshank, F.R.S.C. Book. F. H. Leslie, Niagara Falls, Ont.

Elementary Mechanics. By F. W. Merchant, M.A., D.Paed. Book. The Copp, Clark Co., Limited, Toronto.

Bahamian Folk Lore. By James Fitz-James. Illustrations by H. A. P. Book. Mary Alice Peck, Montreal.

The Treasure of Heaven : A Romance of Riches. By Marie Corelli. Book. Marie Corelli. Stratford-on-Avon, England.

Toronto from the Roof of the Traders Bank Building. Picture. Globe Printing Co., Toronto.

Registre d'Inscription et d'Appel a l'usage des Ecoles. Par J. N. Miller. Cashier. La Compagnie J. A. Langlais & Fils, Quebec.

Tug-of-War. Picture. C. W. Faulkner & Co., Limited, London, England.

Moon's Commercial Dictation Book. William Thomas Moon, Montreal.

William J. Sherring : Winner of the Marathon Race, 1906. Photo. Alexander McKenzie Cunningham, Hamilton.

Won't You Come Over to My House. Song. Words by Harry Williams. Music by Egbert Van Alstyne. Jerome H. Remick & Co., New York.

Iola. Song. Words by James O'Dea. Music by Chas. L. Johnson. Jerome H. Remick & Co., New York.

Camp meeting Time. Song. Words by Harry Williams. Music by Egbert Van Alstyne. Jerome H. Remick & Co., New York.

Sherbrooke Directory for 1906-1907. Livre. Joseph Pierre Royer, Sherbrooke.

Matriculation Latin. By Adam Carruthers, M.A., and J. C. Robertson, M.A. Book. W. J. Gage & Co., Limited, Toronto.

Digby Wharves. Digby Gap from Battery Point. The Digby Tides. Digby from Pier. Digby Pier. Digby from Ben Lomond. Digby Basin and Joggin. Prince Rupert, George L. and Alton. The George L. Photo. Paul Yates, Digby, Nova Scotia.

Guide to Practical Penmanship. By W. A. McIntyre, B.A. Book. The Copp, Clark Co., Limited, Toronto.

Interim Copyrights.

Course of Primary Geography. By Maria Anna Charron. Book. Miss Maria Anna Charron, Ottawa.

The Treasure of Heaven. A Romance of Riches. By Marie Corelli. Book. William Briggs, Toronto.

Serie de Cartes des quatre operations fondamentales de l'Arithmetique avec Alphabet ecrit et dessin. Carte. Marie Josephine Proulx, Raoul Andre, Montreal.

Serie de Cahier Griffonner Grammaire portant des numeros 1, 2, 3, 4, etc. Carte. Marie Josephine Proulx, Raoul Andre, Montreal.

The Last West. By Anson A. Gard. Book. Anson A. Gard, Ottawa.

Le Couvent des Redemptorestines—The Redemptorestine Convent, Ste Anne de Beaupre, Que. Post card. Frederick S. McKay, Sherbrooke.

BEST SELLING BOOKS OF THE PAST MONTH.

As Reported by Leading Canadian Retail Dealers.

CALGARY.

1. "The Jungle," by Upton Sinclair. McLeod
2. "Coniston," by Winston Churchill. Macmillan.
3. "The Spoilers," by Rex E. Beach. Poole.
4. "Lady Baltimore," by Owen Wister. Macmillan.
5. "Pam Decides," by Baroness Von Hutton. Musson.
6. "Fenwick's Career," by Mrs. Ward. Briggs.

CHARLOTTETOWN.

1. "The Jungle," by Upton Sinclair. McLeod.
2. "Coniston," by Winston Churchill. Macmillan.
3. "The Idlers," by Morley Roberts. Page.
4. "Lady Betty," by Williamson. Musson.
5. "A Rock in the Baltic," by Robert Barr. McLeod.
6. 'Donalda," by Mrs. McLeod. Briggs.

GUELPH.

1. "Coniston," by Winston Churchill. Macmillan.
2. "Lady Baltimore," by Owen Wister. Macmillan.
3. "The Jungle," by Upton Sinclair. McLeod.
4. "Fenwick's Career," by Mrs. Ward. Briggs.
5. "The Spanish Dowry," by L. Dougall. Copp.
6. "Lady Betty," by Williamson. Musson.

KINGSTON.

1. "Coniston," by Winston Churchill. Macmillan.
2. "Fenwick's Career," by Mrs. Ward. Briggs.
3. "Pam Decides," by Baroness Von Hutton. Musson.
4. "The Spoilers," by Rex E Beach. Poole.
5. "The Wheel of Life," by Ellen Glasgow. Musson.
6. "A Rock in the Baltic," by Robert Barr. McLeod.

MONCTON.

1. "Coniston," by Winston Churchill. Macmillan.
2. "The Jungle," by Upton Sinclair. McLeod.
3. "Pam Decides," by Baroness Von Hutton. Musson.
4. "The Treasure Trail," by Frank Lillie Pollock. McLeod.
5. "Awakening of Helena," By M. Deland. Pool.
6. "The Woman in the Alcove," by A. K. Green. McLeod.

MONTREAL.

1. "Coniston," by Winston Churchill. Macmillan.
2. "Pam Decides," by Baroness Von Hutton. Musson.
3. "Fenwick's Career," by Mrs. Ward. Briggs.
4. "Lady Evelyn," by Max Pemberton. McLeod.
5. "Lady Betty," by Williamson, Musson.
6. "The Fighting Chance," by Robert W. Chambers. McLeod.

OTTAWA.

1. "Lady Baltimore," by Owen Wister. Macmillan.
2. "Coniston," by Winston Churchill. Macmillan.
3. "Fenwick's Career," by Mrs. Ward. Briggs.
4. 'The Jungle " by Upton Sinclair. McLeod.
5. "The Spoilers," by Rex E. Beach. Poole.
6. "Mr. Wingrave, Millionaire," by E. P. Oppenheim. Copp.

PETERBORO'.

1. "Pam," by Baroness Von Hutton. Musson.
2. "Pam Decides," by Baroness Von Hutton. Musson.
3. "The Jungle," by Upton Sinclair. McLeod.
4. "Coniston," by Winston Churchill. Macmillan.
5. "Alton of Somasco," by Harold Bindloss. McLeod.
6. "If Youth but Knew," by A. and E. Castle. Macmillan.

ST. JOHN.

1. "Coniston," by Winston Churchill. Macmillian.
2. "Pam Decides," by Baroness Von Hutton. Musson.
3. "Fenwick's Career," by Mrs. Ward. Briggs.
4. "Mr. Wingrave, Millionaire," by E. P. Oppenheim. McLeod.
5. "Hearts and Creeds," by Anna C. Ray. Montreal News Co.
6. "Lady Betty," by Williamson. Musson.

STRATFORD.

1. "The Jungle," by Upton Sinclair. McLeod.
2. "The Colonel of the Red Hussars," by J. R. Scott. Lippincott.
3. "The Girl from Tim's Place," by C. C. Munn. McLeod.
4. "Pam Decides " by Baroness Von Hutton. Musson.
5. "The Truth About Tolna," by Bertha Runkle. Musson.

TORONTO.

1. "Coniston," by Winston Churchill. Macmillan.
2. "Pam Decides," by Baroness Von Hutton. Musson.
3. "Awakening of Helena," by M. Deland. Poole.
4. "Treasure of Heaven," by Marie Corelli. Briggs.
5. "Lady Baltimore," by Owen Wister. Macmillan.
6. "Giant Circumstance," by John Oxenham. Copp.

VICTORIA.

1. "The Jungle," by Upton Sinclair. McLeod.
2. "Lady Betty," by Williamson. Musson.
3. "My Friend the Chauffeur," by Williamson. Musson.
4. "Coniston " by Winston Churchill. Macmillan.
5. "Lady Baltimore," by Owen Wister. Macmillan.
6. "Fenwick's Career," by Mrs. Ward. Briggs.

WINNIPEG.

1. "The Jungle," by Upton Sinclair. McLeod.
2. "Coniston," by Winston Churchill. Macmillan.
3. "Pigs is Pigs," by E. P. Butler. Musson
4. "First it was Ordained," by Guy Thorne. Musson.
5. "Barbara Winslow," by Elizabeth Ellis. Musson.
6. "Lady Betty," by Williamson. Musson.

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5. "Lady Baltimore," by Owen Wister	34
6. "Lady Betty," by Williamson	31

THE IDLE MOMENT

A SHABBILY dressed man entered a busy office and, addressing a clerk who sat at work said: "My dear sir, do you know how much time you lose dipping a pen into the ink? Ten dips a minute means six hundred dips an hour or six thousand dips in ten hours, and each dip consumes——"

"Yes, I know," replied the clerk. "I have figured it all out."

"And yet I find you still writing in the old way."

"Yes, I am using the fountain pen you sold me about a month ago—using it in the old way because it won't write any other way."

"Beg pardon," remarked the caller, hurriedly, "I'm in the wrong office. Good-morning."

* * *

Puffing and blowing, the fat passenger began to climb to the upper berth in the sleeping car.

"Pretty hard work, isn't it?" said the commercial man in the lower berth.

"It is," answered the fat passenger, "for a man of my weight."

"How much do you weigh, may I ask?"

"Three hundred and eighty-seven pounds."

"Hold on: Take this one!" exclaimed the other, his hair beginning to rise on end. "I'd rather sleep in the upper berth anyway. The ventilation is better."

* * *

It was in a railway carriage, and the company consisted of several commercial travelers and a staid and pompous old gentleman. Various efforts were unsuccessfully made by the knights of the road to draw their companion into conversation. At length one of them said:

"Come, sir, I know you are one of us. Tell us what you are traveling in."

"Sir," answered the old gentleman, facing his interlocutor calmly, "I am traveling in very objectionable and inquisitive company, and the carriage is full of my samples."

* * *

The stationer attempted to sell the stranger a pack of playing-cards for twenty cents, and was surprised when the customer insisted on paying a nickel additional.

The mystery was rendered clear, however, when the stationer discovered that the stranger was a naval officer and was accustomed to nothing less than a quarter deck.

* * *

Proprietor Bookshop (in Lallapoloosa, Ind.).—Look here, young man! Why didn't you forward the list of our six-best-sellers to New York, last week?

The New Clerk.—'Cause we only sold five, sir.

* * *

He had invented a beetle powder, and he had advertised it far and wide.

There came a day when a customer rushed frantically into the shop owned by the distinguished inventor—a chemist. The customer showed signs of intense agitation.

"Give me another half-pound of your beetle powder! Quick!" he cried.

"I'm glad you like it," said the chemist, proceeding with the order.

"Yes," said the excited man. "I have one beetle already very ill; if I can only get home before he recovers and give him another half-pound, he'll die."

The chemist decided not to ask that customer for a testimonial to stick in his window.

* * *

"What is it?" asked the farmer, looking askance at the bag which the book canvasser had dropped on the ground with a weary air.

"I have some of the most entertaining and instructive literature of the day here, sir," answered the canvasser, endeavoring to brighten up a little in order to secure a purchaser. "In these days of education, when our sons and daughters have been trained——"

"Ain't got none," interrupted the farmer gruffly and ungrammatically.

"I have an assortment of books, sir, to suit all," continued the canvasser, "and any which I may not have in stock I can get on the shortest notice. Here are—" and he proceeded to rattle off the names of half-a-dozen as he pulled them out of his bag.

"I'm afeard you ain't got the kind I want," said the farmer, after a careful survey of the exteriors. "This one seems to be the nearest—how much is it?"

"That, sir, is five shillings," replied the canvasser.

"Here, take it back," said the farmer. "I want somethin' cheap. You see," he added, "I don't read 'em, but they comes in handy like. If it's got a leather cover, it does very well for a razor strop. If it's thick, it comes in fustrate to put under the drawers or the table when the foot or the castor comes off. If it's big, it'll do to hold the winder up. And I like 'em with a fastener, so as the book won't fly open and get the leaves smeared with mud when I throw it at the dog. No, don't think you've got any as will do for me."

CONDENSED OR "WANT" ADVERTISEMENTS.

Advertisements under this heading, 2c. a word first insertion; 1c. a word each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittance to cover cost ***must*** accompany all advertisements. ***In no case*** can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

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Copp, Clark Co., Toronto.
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Luce, John W., Co., Boston, Mass.
Macmillan Co. of Canada, Limited.
McLeod & Allen, Toronto.
Morton, Phillips & Co., Montreal.

Blank Books.
Brown Bros., Toronto.
Buntin, Gillies & Co., Hamilton.
Copp, Clark Co., Toronto.
Warwick Bros. & Rutter, Toronto.

Calendars—Cards.
Copp, Clark Co., Toronto.
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Raphael Tuck & Sons Co., New York.

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Morton, Phillips & Co., Montreal.

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Warwick Bros. & Rutter, Toronto.

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Confederation Life Association, Toronto.
Metropolitan Bank, Toronto.
Western Assurance Co., Toronto.

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Brown Bros., Toronto.
Copp, Clark Co., Toronto.
Gage, W. J., Co., Toronto.
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Dennison Mfg. Co., New York.
Higgins, Chas. M., & Co., Brooklyn.
Menzies & Co., Toronto.
Underwood, John, & Co,, Toronto.

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Carter's Ink Co., Montreal.
Payson's.

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Carter's Ink Co., Montreal.
Higgins, Chas. M., & Co., Brooklyn.
Underwood, John, Co., Toronto.

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Tenacity Loose Leaf Metal Co., Cincinnati.
Universal Systems Limited, Toronto.

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Brown Bros., Ltd., Toronto.
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Copp, Clark Co., Limited, Toronto.
Eaton-Hurlbut Paper Co., Pittsfield, Mass.
Gage, W. J., & Co., Toronto.
Hurd, Geo. B., & Co., New York.
McFarlane Son & Hodgson, Montreal.
Warwick Bros. & Rutter, Toronto.

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Brandauer, C., & Co., London, Eng.
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Gillott, Jos., Birmingham, Eng.
Heath, John, London.
Hinks, Wells & Co., Birmingham, Eng.
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McFarlane, Son & Hodgson, Montreal.
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Waterman, L. E., Co., Montreal.

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American Lead Pencil Co., New York.
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Warwick Bros. & Rutter, Toronto.
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Gage, W. J., & Co., Toronto.
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Union Card & Paper Co., Montreal.

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Leipziger Buckbinderei - Aktiengesellschaft, Leipzig.

Press Clippings.
Canadian Press Clipping Bureau, Toronto.

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Faber, A. W., New York.

Scrap Books.
Brown Bros., Toronto.

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Buntin, Gillies & Co., Hamilton, Ont.
Copp, Clark Co., Toronto.
Gage, W. J., Co., Toronto.
Sutcliffe-Edmison Co., Toronto.
Warwick Bros. & Rutter, Toronto.

Smallwares.
Sutcliffe-Edmison Co., Limited, Toronto.

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Adams, W. R., Toronto.
Brown Bros., Toronto.
Copp, Clark Co., Toronto.
Gage, W. J., & Co., Toronto.
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Leder, Otto, Saxony, Germany.
MacFarlane, W. G., Toronto.
McFarlane, Son & Hodgson, Montreal.
Markert & Sohn, Dresden, Germany.
Merrill, A. L. Toronto.
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Picture Post Card Co., Ottawa, Ont.
Raphael, Tuck & Sons Co., Montreal.
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Valentine & Sons Pub. Co., Limited, Montreal
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Clark Bros. Co., Winnipeg.
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Mittag & Volger, Park Ridge, N.J.

Wall Paper.
Stauntons Limited, Toronto.
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Buntin, Gillies & Co., Hamilton.
Gage, W. J., Toronto.
Copp, Clark Co., Limited, Toronto.
Brown Bros., Limited, Toronto.
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SPECIAL FEATURE

VOL. XXII. No. X. **British Publishers' Announcements** PRICE $1.00 PER YEAR.

THE BOOKSELLER & STATIONER

AND FANCY GOODS REVIEW

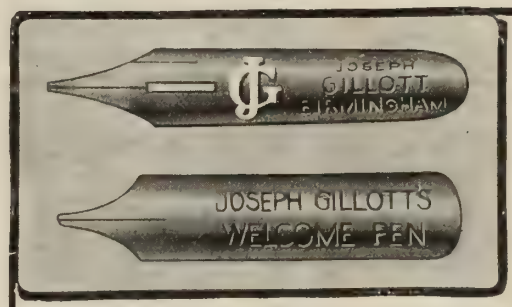
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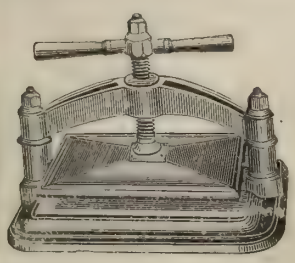


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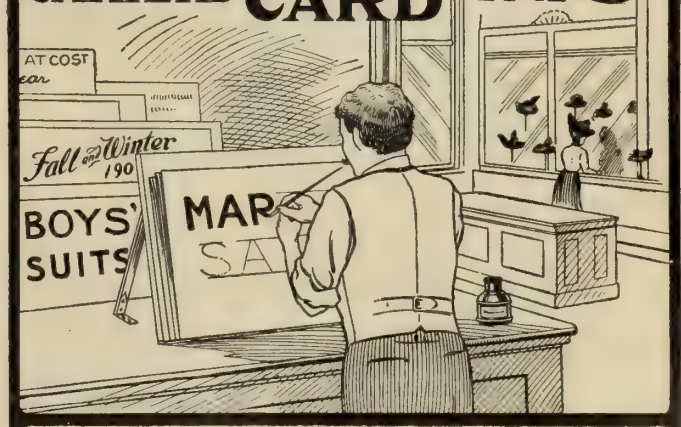
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Waterman's Ideal Fountain Pen

The pen with the Clip-Cap

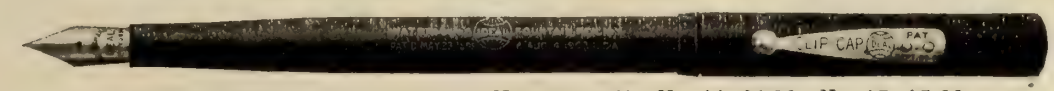
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Coming on the Christmas season every dealer should see to it that he has a thoroughly representative stock of Waterman's Ideal Fountain Pens.

If you would be successful you should carry a wide variety of points, because our abiltty to suit every writer or match any style pen has contributed as largely to our success as the celebrated Spoon Feed.

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PLAIN, CHASED AND MOTTLED. No. 22, $2.50; No. 23, $3.50: No. 24, $4.00; No. 25, $5.00; No. 26, $6.00.



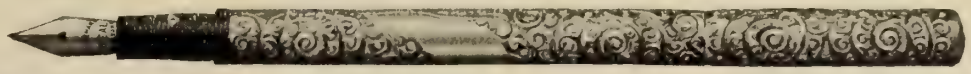
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GOLD MOUNTED PLAIN. No. 22, $3.50; No. 23, $4.50; No. 24, $5.00; No. 25, $6.00; No. 26, $7.00.



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CLIP CAPS, as shown on the top pen of this page, add to the cost of pens as follows:—When made of **German Silver,** 25c. extra; **Sterling Silver,** 50c. extra; **18-karat Gold Filled,** $1.00 extra; **14-karat Solid Gold,** $2.00 extra.

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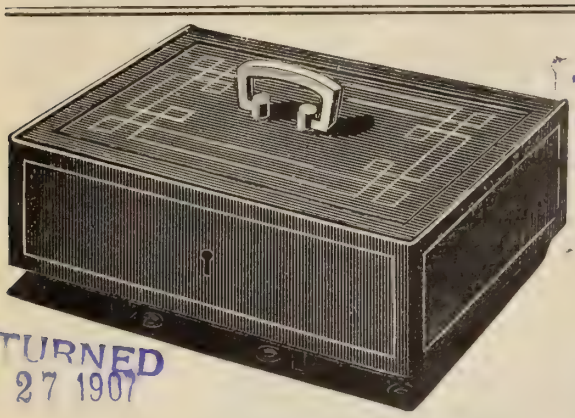
136 ST. JAMES STREET, MONTREAL

Up-to-Date in Quality, Novelty and Price

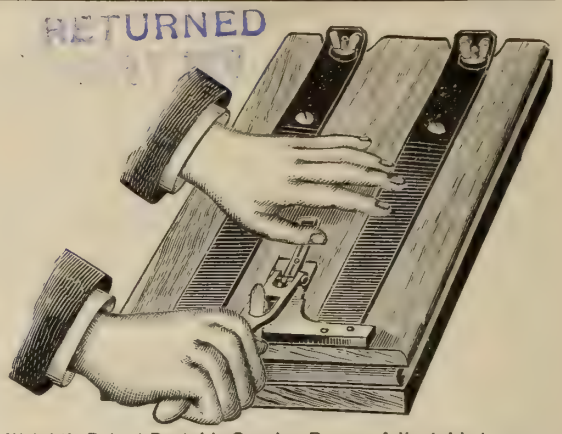
GEO. WRIGHT & CO.

Manufacturers of

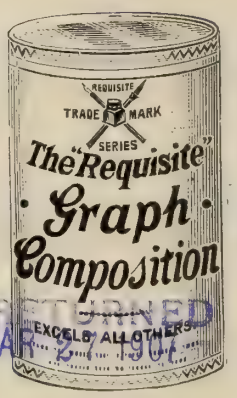
Stationers' Sundries, Office and School Specialities



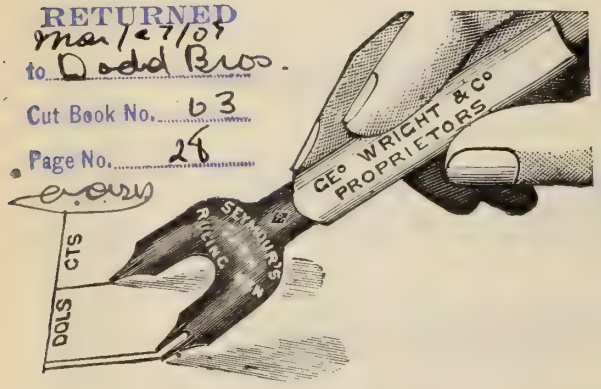
The Burglar-proof Cash Box, from 16/- each upwards. Nos. 1794 and 1794P with safety bottom plates.



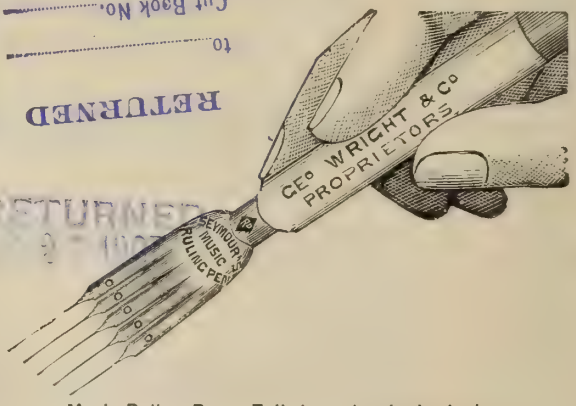
Wright's Patent Portable Copying Press. Adjustable to any thickness of book, one hundred to five hundred pages. Light, strong and instantaneous.



In tins as above, or in zinc trays. All sizes, ready for use.

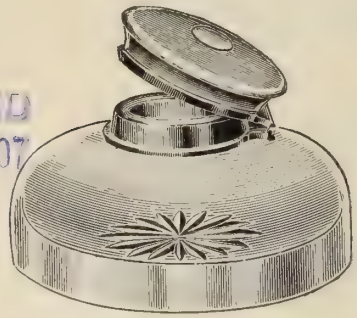


Dollars and Cents Ruling Pen. Complete column at a single stroke.

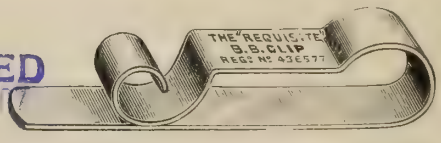


Music Ruling Pen. Full stave at a single stroke.

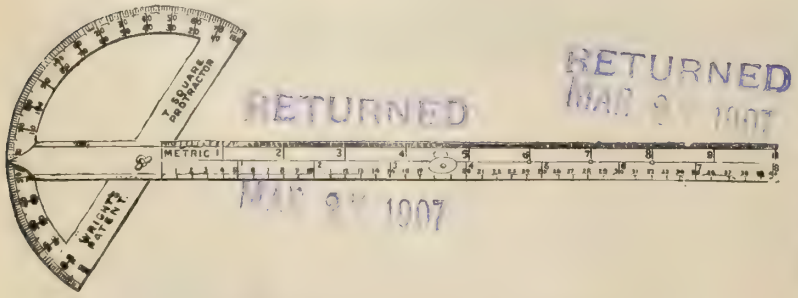
Write for Catalogue and Lists



Ink Bottles and Inkstands of every description.



Patent Blackboard Clip for holding specimens, suspending maps, etc.

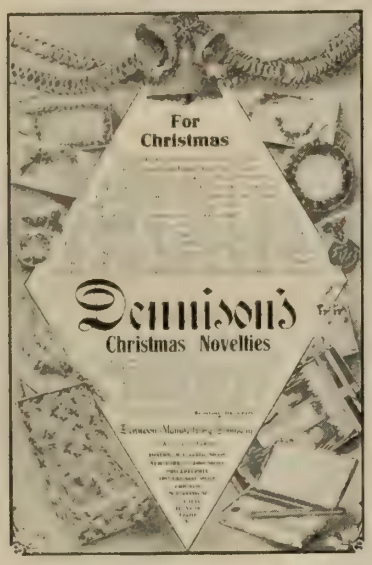


Wright's Patent T Square Protractor for Blackboard, &c.



Look out for "Sky," the climax of all games.

The "Requisite" House, Bayer St., London, E.C., England





Dennison's
Holiday Creations

for 1906 are just a little beyond the realm of imagination. A thousand things of sentiment, beauty and utility to add joy to the gladsome season.

Here are beautiful Tags, Cards and Labels in Christmas Green and Gold, to convey the season's greeting. Little Seals with Bells and Holly to close the package or seal the message of good cheer. Magnificent Paste Board Gift Boxes covered with Holly to hold gifts of any size or kind. Satin Lined Boxes and Christmas Coin Cards to lend sentiment to the money token. Doll Outfits for the children. Sealing Wax Sets for milady. Beautifully Decorated Handy Boxes, containing a variety of Tags, Labels, Glue, Fasteners, Twine, etc., for the busy housewife. Indeed, there is something for every one in Dennison's Holiday Line, and there is something more for every dealer in

Dennison's
Holiday Advertising

In November and December, the leading periodicals of the country, reaching about Forty Million readers, will contain the most beautiful advertisements reproducing and describing Dennison's Christmas Novelties. The standard magazines will carry full pages, while such great home publications as the Ladies' Home Journal will carry full columns.

Just to give you an idea of what this means, we reproduce here in miniature two of these designs. Study them yourself and see if they are not likely to create business.

As each advertisement refers all readers directly to the dealer the harvest of this advertising will go to the stores who carry the line and display it to the best advantage.

The question is: Are you prepared to get your share—If not, an immediate order is your only opportunity, for even the Dennison capacity is not without its limit.

Have you had a complimentary copy of Dennison's Dictionary, if not, it's well worth asking for.

Dennison Manufacturing Company

The Tag Makers

BOSTON, 26 Franklin Street. **NEW YORK, 15 John Street.**
PHILADELPHIA, 1007 Chestnut St. **CHICAGO, 128 Franklin St.**
ST. LOUIS, 413 North Fourth St. **MONTREAL, Coristine Bldg.**

ARE YOU IN IT ?

THE RACE

WITH PROGRESSIVE BUSINESS

DICTATE TO YOUR STENOGRAPHER
A LETTER OF ENQUIRY ABOUT







SPACES SELLING RAPIDLY — HALF SOLD
GET ON A MOVE

SECURE A SPACE AT ONCE BEFORE
IT IS TOO LATE

ALL THE LATEST DEVICES

in OFFICE APPLIANCES BUSINESS SPECIALTIES

will be shown to thousands of wide awake business men of Canada.

FOR FULL PARTICULARS, ADDRESS:

Canada Business Show Co.,

SUIT 79, ALLIANCE BUILDING
MONTREAL, P.Q.

The WATSON FOSTER CO.

AND

WALL PAPER



ONE SUGGESTS THE OTHER

THE PEOPLE WANT SOMETHING BETTER THAN THE ORDINARY, SOMETHING MORE PROGRESSIVE IN PATTERN AND EFFECTIVE IN COLORING.

THREE MONTHS SELLING HAS PROVED CONCLUSIVELY THE WISDOM OF OUR POLICY THIS SEASON IN GRADING SUCH GOODS AT PRICES WHICH MAKE THEM ALMOST SELL THEMSELVES. THEY WILL DO THE SAME IN YOUR HANDS, FOR THE TIME HAS COME WHEN PEOPLE WANT

"SOMETHING BETTER"

THIS, AND EVERYTHING YOU NEED, IS TO BE FOUND THIS SEASON IN THE LINE OF

THE WATSON FOSTER CO., LTD.

MONTREAL

THE SIMPLEX LOOSE LEAF SYSTEM



RETURNED
Oct-11-1906
to Dunner
Cat. Copy. No. 56
21
aaw.

THERE are very few business houses to-day which do not use some form of loose leaf system in one or more departments, as it is regarded as an absolute necessity by progressive business firms. The advantages of the loose leaf system are now well known and permit the greatest amount of information to be kept in condensed form in the least time and most accurate manner.

Accounts and records of all kinds can be kept by this system in any business, large or small, with equal advantage. Investigate the Simplex Loose Leaf System. It is the cheapest and best.

Catalogue and full information cheerfully supplied by the manufacturers.

W. J. GAGE & CO., LIMITED

TORONTO, ONT.

SAMPLE ROOM:
54 Front Street West

WAREHOUSE AND FACTORY:
82 to 94 Spadina Ave.

PAPER MILLS:
St. Catherines

THE

Bookseller and Stationer

Subscription, One Dollar a Year. Single Copies, Ten Cents.

Vol. XXII. MONTREAL AND TORONTO, CANADA, OCTOBER, 1906. No. 10.

PRE-CHRISTMAS ADVERTISING OF BOOKS AND STATIONERY

By HARRY A. WOODWORTH

"WHY not books for Christmas?"

When the Canadian public—the greatest readers in the world—get to asking one another this question, the result should be good for the readers of Bookseller and Stationer.

In an article I wrote for this paper a year ago I alluded to the extensive advertising now being done by book publishers as a good thing for local booksellers—at the same time emphasizing the fact that it is local advertising that is the final encourager and amplifier of local trade.

I neglected at the time to allude to a plan which sixteen New York publishers had used the previous Christmas, because I did not know at the time of writing whether or not it had proven successful.

That the publishers considered it had was, however, amply shown by the fact that they tried the same plan last year, spending considerably more money on it.

In 1904, in brief, these publishers made the calculation that only five per cent. of the 16,000,000 Christmas presents made in the United States was books. A small estimate, it seems to me, of the number of presents, and possibly of the percentage of books. But there could be no doubt that the proportion of book gifts was small, considering their desirableness, their comparative cheapness, and their value as a means of education for the young.

The sixteen publishers sought to stimulate a holiday demand for their wares during December by general newspaper advertising, calling attention to their appropriateness as presents. So a campaign series of ads, in which no name appeared, was run in two papers in New York, one in Philadelphia, three in Chicago, where the need of education in this line was presumably most felt, and two in Boston. The cost of a campaign of twenty days—from December 1 to December 24, Sundays being omitted, was over $1,800—less than $125 for each of the publishers. Many more papers were employed the next year.

This advertisement, bordered and using plenty of white space, was used in 1904 :

> The fleeting joy of candy or flowers at Christmas cannot compare to the permanent pleasure of the gift of books for the holidays.
>
> Why not Books for Christmas ?

These two ads were among those used in 1905 :

> The 11th Day Before Christmas Day
>
> Have you growing sons and daughters ? The cultivation of their minds is important to you. You can easily select books which they will care for, and which you will be glad to have given.
>
> Why not BOOKS for Christmas ?
>
> The 15th Day Before Christmas Day
>
> A Christmas book need not be a story. If you have a friend who plays or works at some one thing, there is a chance to choose a book he will appreciate more than any story—a book that he will gladly add to the choicest shelf in his library.
>
> The same refrain followed in each case.

The success of this plan of the publishers is a notable triumph of that new force—co-operative advertising. You cannot begin to measure the extent of good advertising of this kind. It starts considerable talk and reflection among all classes of people, and leads to the most valuable kind of indirect advertising—another great power in publicity for which, however, advertisers do not pay. "Something for nothing" is a very real force in indirect advertising.

The editorial page of millions of Hearst newspapers, which cannot be denied to be the most widely read of any such page in the United States and Canada, contained a long editorial on December 16, 1905, which was one beneficial result that I know to have been directly due to the co-operative advertising referred to. This editorial indorsement of books could probably not have been bought for any money :

> "BOOKS MAKE THE BEST CHRISTMAS PRESENTS. * * The gift of a book carries no obligation, nor does its acceptance. In most cases it is a gentle compliment to the literary tastes of both given and receiver. When one

sends a clever book to another it carries a sort of implication, 'I have read this book, and I think that your own bright mind will appreciate it.' Perhaps there is a little of egotism in that, but not enough to be offensive. While there are many books, everyone hasn't the facility for securing them. A package of books to your friend in the country is surely a great treat. New books are always acceptable," etc., etc.

Owen Meredith's most famous verse was that which said, "We can live without books," but in spite of this



FRONTISPIECE OF "IN THE VAN" BY PRICE BROWN.
(McLeod & Allen.)

fact a great many people were undoubtedly convinced by this direct and indirect publicity that they do not want to do without them, particularly at Christmas time.

Possibly it will be some Christmastides before Canadian publishers will adopt such means of publicity, which has not only a good effect on the holiday shopping public, but also naturally encourages the booksellers to stock up freely. For though Canadian business men are at the very top in many branches of business, they are still, speaking generally, woefully behind in that important branch, the exploitation of business. They still use unprofitable mediums which experienced advertisers have abandoned, or else use none, or little of any.

But why should it not be up to the local bookseller, with the best of mediums—the local newspaper—at his command?

Christmastide is, however, a time when most business men do some advertising, whether they do it at other times or not. Some advertising authorities say it is the worst time of the year to advertise, for then everybody buys. But surely it is the very best time to advertise, for that very reason. It is the time to tell the public, who are in a receptive mood as regards giving, what and where to buy.

And just because you are the only bookseller in your town, don't think, in these days, that you have no competition at Christmas or any other time. The bookseller in Boston, or the publisher in London, England, may be your direct competitor in these days when the world is narrow. And the local jeweler is your competitor; the local confectioner, the local tobacconist, the local dry goods merchant. Why not BOOKS for Christmas?

As with books, so with stationery. Surely it is a graceful gift. It means: Write me when I'm away, or if I am away. And picture post card albums make welcome gifts these days. Suggest these things. Of course, many of you deal in toys—but in most places, many beside you do also. No need to say, "Why not toys for Christmas?" That custom is established. But why not YOUR toys? Link it in.

Some of the quotations in this article are made with the object of giving you ideas as to what to say. But in local advertising, also be specific. What books have you? Why is your stationery "it?" Tell the folk.

And don't stop your advertising on Christmas Eve. Probably no local merchants feel the post-Christmas slump more than you. Probably none want to get rid of what is left so speedily as you. There's a good way—advertising, with inducements. In your case, it's generally better than carrying things over for a year, and then selling 'em for next to naught.

Local retail advertisers in the United States did, last Christmas, fully twice as much book and stationery advertising as ever before. The retailers did not rely on the wholesalers' advertising. They saw that the real way to get benefit out of it was to do some themselves.

There's a whole lot more I'd like to say to just the people who read this paper about pre-Christmas and post-Christmas publicity. But I've exceeded the limit set by the editor already. However, I'll just add the words of a great Christmas book, "God Bless Us, Every One!" and it's not too early to wish you a happy Christmas. You'll have it, if you advertise right.

Mr. J. B. Brown, printer and stationer, Winnipeg, has been visiting his old home at Harbor Grace, Newfoundland, which he had not seen for sixteen years.

WHAT BRITISH PUBLISHERS ARE PROVIDING

AS announced last month the present issue of Bookseller and Stationer is devoted more particularly to the Fall productions of British publishers. It is in fact a British publishers' number. First place in the book department is given to a consideration of what they are providing, especially for the Canadian trade.

Various opinions have been expressed as to the prospects before the British publisher in this country. It is safe to say that in general literature his place is assured. For current fiction Canada can rely pretty well on its own publishers, who contrive to gather in the Canadian rights for nearly all the best novels of the day. A few United States publishers are gaining ground in the sale of cheap editions of classics, novelties in gift books and what may be termed purely American book creations. But for the general mass of literature, the classics, art books, standard works, juveniles, etc., the British publisher is practically supreme.

For the benefit of readers of this paper, a description of the Fall publications of leading British publishers follows:

George Bell & Sons.

It is almost impossible to mention the name of George Bell & Sons without one's mind at once reverting to Bohn's great series, which now contains nearly 800 volumes of standard works, and those familiar with its sombre binding will find the eye gladdened by several delightful series now being issued from this press.

The York Library is a new series of reprints on thin paper in very handy size. The leaves, thin and opaque, are easier to turn than those of India paper, while the volume is quite as compact. Bound in cloth and in leather (2s. and 3s.) nothing could be more tasteful or serviceable. Classics of all languages are represented in this series, so that it reaches a very wide circle of readers, and there is no disputing its claim to special consideration in these days of small books and classical reprints.

Bell's "Miniature Series" of painters, musicians and great writers, presents in beautiful form a short sketch of the subject's life, a chapter on his particular art and specimens of his work. In the case of musicians, portraits and reproductions of manuscripts are given, while in the series of painters, reproductions of the artist's chief pictures are given. These little volumes, bound in cloth and limp leather at 1s. and 2s., are of very handy size and they present in small compass and at a low price a sound general knowledge of the lives and works of the greatest men in the three highest branches of art.

The "Life and Light Series" of nicely printed and daintily bound books consists of helpful and sympathetic volumes on faith and life. This series is tastefully gotten up in vellum boards (1s.) with special cover design for each volume, and amongst them are Tennyson's "In Memoriam," Emerson's "Conduct of Life," "The Discourses of Epictetus," and "Parables from Nature," by Mrs. Gatty. This series is one that will find a ready sale for gift purposes and its chic appearance entitles it to a prominent position during the holiday trade.

T. Fisher Unwin, London.

A marked improvement is to be noted in the appearance of the more recent of Unwin's colonial editions of copyright fiction. The covers are much more bright and attractive and can now take their place among the cleverest American conceptions. Through his Canadian representatives, Smith, Briggs & Howe, Richmond street, Toronto, he announces colonial editions of the following popular works of fiction: "Silas Strong," by Irving Bacheller; "Saba Macdonald," by "Rita"; "The Great Court Scandal," by William le Queux; "Raffles," by E. W. Hornung; "Latter Day Sweethearts," by Mrs. Burton Harrison; "The Amazing Duke," by Sir William Magnay; "New Chronicles of Don Q.," by H. and K. Pritchard; "Man and Maid," by E. Nesbit, and several other titles.

Mr. Unwin's general list for the Autumn is a remarkably strong one, both in the number and in the character of the books. In biography there is "Cobden as a Citizen," by William A. E. Axon; in history, "The First Annexation of the Transvaal," by W. J. Leyds, "A Literary History of the English People," by J. J. Jusserand, "The Philippine Islands," by John Foreman, "The Silver Age of the Greek World," by J. P. Mahaffy, "From the Old Regime to the Restoration," by Mrs. Bearne; "The Lombard Communes," by W. F. Butler, and "A Short History of Wales," by Owen Edwards. In books of travel there are "Rambles on the Riviera," by Edward Strasburger, "Links in My Life on Land and Sea," by Commander Gambier, "Romantic Cities of Provence," by Mona Caird, "From Carpathian to Pindus," by Tereza Stratilesco, "Uganda to Khartoum," by Albert B. Lloyd, "In Search of a Siberian Klondike," by B. Vanderlip, and "In Search of El Dorado," by Alexander Macdonald. There are three books on business, "Vocations for Our Sons," by John W. Hicks, "How to Buy a Business," by A. W. Bromley, and "Retaliatory Duties," by H. Dietzel, besides a large number of miscellaneous publications.

William Heinemann.

There is no lack of good, readable, literature emanating from English publishers this Fall. William Heinemann, whose range of publications includes a large number of classical, standard, and fictional works, has several novels that should appeal to Canadian readers of this class of books.

To mention but a few, there is: "Joseph Vance: An Illwritten Autobiography," by William De Morgan; "The Trail Together," by H. H. Bashford, the scene of which is laid in Manitoba, and the hero the ne'er-do-weel of a good English family; "The Expensive Miss Du Cane," by S. Manbaughton, a delightful comedy of country home life, with a charming love story interwoven; "Our Lady of the Beaches," is, as Mr. Punch says, a light and lively and very jolly story by the Baroness von Hutten. "A Sovereign Remedy," by Mrs. F. A. Steel, and "Fools Rush In," by Mary Gaunt and J. R. Essex, both make pleasant reading the latter in particular, dealing as it does with West African adventure, will appeal to lovers of romance.

These are but a few of Heinemann's new novels. In works of a more serious nature, probably his utmost important book this Fall is Bram Stoker's "Personal Reminiscences of Henry Irving," in two volumes, with portraits and illustrations (30s. net). A number of books of French interest are included, notably, "France in 1802," by an Eye-Witness; "Madame Recamier," by Edouard Herriot; "The Flight of Marie Antoinette" from the French of G. Lenotre; "Napoleon, King of Elba," from the French of Paul Gruyer; "Versailles and the Trianons," by Pierre de Nolhac.

A detailed catalogue of all William Heinemann's pub-

lications will be sent to those mentioning Bookseller and Stationer, if they address themselves to the publisher, 21 Bedford street, London, England.

Iliffe & Sons, Limited.

Ten years ago no one would have believed that automobiles were destined to achieve such popularity as has been their lot. Everywhere, both for commercial and for pleasure purposes, they are to be found. And yet, despite their universal use, the number of persons thoroughly conversant with their working is comparatively few.

The pushful bookseller could find in this a source of profit for no doubt a display of a few works on motor cars and motor cycles, their construction, and how to handle them, would appeal to a very desirable class of customers.

Iliffe & Sons, Limited, Tudor street, London, England, have three works on automobiles, in particular, that should interest Canadian booksellers. "Useful Hints and Tips for Automobilists," (70c.); "The Autocar Hand-Book, or How to Select, Maintain and Drive an Automobile," (45c.); "Motor Cycles and How to Manage Them," (30c.), are all brimful of expert information. A perusal of any one of them would save most motorists a deal of unnecessary expense. Iliffe & Sons are offering to send these three publications to readers of Bookseller and Stationer for money order of one dollar.

Oliphant, Anderson & Ferrier.

These Scottish publishers produce a high grade of book, nearly all their publications being of a religious character. This year they have provided a special Canadian catalogue for the benefit of Canadian booksellers, in which they furnish trade terms.

A handsome Fall publication in their list is Rev. D. Butler's "History of the Tron Kirk and Parish of Edinburgh." This volume is handsomely illustrated and bound and is crown quarto in size. It is listed at 21s. net.

John A. Hutton, M.A., who wrote "Guidance from Robert Browning in Matters of Faith," has a new book ready, "Pilgrims in the Region of Faith: Amiel, Tolstoy, Pater, Newman." (3s. 6d net).

"The Poetical Works of A. B. Todd," including an autobiography and reminiscences, is a large crown octavo volume, containing a portrait in photogravure. It is by the author of "Homes, Haunts and Battlefields of the Covenanters."

Oliphant, Anderson & Ferrier are also pushing a valuable little book by Rev. A. G. MacKinnon, a Canadian by birth, but now stationed in Scotland, "Spiritually Fit," in which guidance is given to the young man. It is an admirable volume and deserves success. (2s. 6d net).

Smaller books in this house's list are "Voice Production and the Phonetics of Declamation," by J. C. Newland; "The Philosophy of Christian Experience," by Henry W. Clark; "The Little Kingdom of Home," by Margaret E. Sangster, and "Promptings to Devotion," by John Horne.

Williams and Norgate.

This publishing house, situated at 14 Henrietta street, Covent Garden, London, W.C., is noted for its religious publications, of which it makes a specialty. Two libraries of theological works are at present in course of publication. The first, called the Theological Translation Library, is intended to provide the English-speaking public with the best results of recent theological investigations on the continent. Among its new volumes are Professor Sabatier's "The Religions of Authority and the Religions of the Spirit"; Professor Wernle's "The Beginnings of Christianity" in two volumes, and Professor von Dobschutz' "Christian Life in the Primitive Church." Subscribers may obtain three volumes at 22s. 6d net, post free, whereas if the volumes are purchased singly they cost 10s. 6d net, plus postage.

The second library is the Crown Theological Library, in which several noted books are to be found in cheap editions. Among them may be found Hermann's "Faith and Morals"; Adolph Harnack's "What is Christianity?"; "The History of Early Christian Literature," by H. von Soden, etc.

Williams & Norgate are also publishers of that admirable religious quarterly, the Hibbert Journal, one of the handsomest periodicals of the present day. Each number comprises 240 pages. Single numbers will be sent post free for 75 cents and yearly subscriptions may be booked at $2.50 post free.

Crosby Lockwood & Son.

Among the most noted publishers of text books in England must be reckoned Crosby Lockwood & Son, of London for whom Smith, Briggs & Co., Toronto, are Canadian agents. Their range of books is enormous, covering every field of industrial effort. In a growing country like Canada, with its mining interests, its railroad construction, its industries, etc., there is a great need for works of this class and booksellers should take every possible advantage of the demand.

For the miner, the following titles will be found useful: "Practical Coal Mining," by T. H. Cockin; "The Prospector's Handbook," by J. W. Anderson; "Prospecting for Gold," by D. J. Rankin; "Field Testing for Gold and Silver," by W. H. Merritt; "Gold Mining Machinery," by W. H. Tinney.

The farmer will be interested in "Practical Farming," by E. T. Shepherd; "The Horticultural Note Book," by J. C. Newsham, and "The Complete Grazier and Farmers' and Cattle Breeders' Assistant," by William Fream.

The list is too lengthy to refer to in detail but the publishers will be glad to send complete catalogues on application.

Sir Isaac Pitman & Sons.

Sir Isaac Pitman & Sons are bending all their energies to make a huge success of their forthcoming work to be issued in twelve fortnightly parts, "The World's Commercial Products: A Descriptive Account of the Economic Plants of the World and of their Commercial Uses." The scope of the work is very wide. The cover is striking and appropriate, white paper, print and illustrations are of the best.

The work aims at being scientifically accurate and yet not too technical; a great feature is the admirable and profuse manner in which it is illustrated by means of colored plates and black and white half-tone reproductions from photographs; there are to be 400 illustrations and also maps. In addition to its special field it may be said to appeal to all who are interested in nature and human nature, and is one of the cheapest works ever published,—considering its quality.

It is, in fact, a liberal education to turn over the pages of this work, for we are most of us surprisingly ignorant as to the origin and history of the familiar objects of daily life, and it is a revelation to know that there is so much romance in commonplace things.

Pitman & Sons are also publishers of the celebrated novels of Father Benson, which have now gone into

Imprint "Blackie & Son, Ltd." Upon a Book is a Guarantee of Sterling Worth

Famous Writers of Books for Boys

"He does not write from heresay but from sight and experience; it is the scenes that he has lived and labored amidst that he describes." These words, which Carlyle applied to Robert Burns in his famous essay, may with equal force be applied to those authors who have occupied pre-eminent place as writers for boys. It is the reason why G. A. Henty and Captain Brereton are to-day the leading and most popular authors of boys' books.

AS war correspondent Henty learned to know war in all its grimness and all its fierce joy. Before he settled down to the serious business of his life, he had endured the hardships of the Crimea, and undergone perils innumerable in Spain, in the Franco-Prussian war, in India, and in Africa, and knew well what it meant to stand face to face with death. Thus, in his many stories of military history, he wrote from full personal experience, not from mere book-knowledge of the art of war. As a result his popularity increased with every story he wrote, and at the present time it is greater than ever.



Mr. G. A. Henty

IT is of peculiar interest to know that Captain Brereton, a soldier and a son of a soldier, who, as a writer of stories of military history, carries on the tradition of Henty, is a close kinsman of that king of boys' writers. Like Henty, he has been much to the wars. He knows what it means to be under fire, to undergo hunger and cold and physical exhaustion in long solitary treks across the veldt, to fall into the hands of the enemy, to succour the wounded after battle, and bury dead comrades where they fell. Captain Brereton knows intimately the actualities of war, just as Henty did. He has been far and seen much, from Burmah to the South African veldt and the deserts of Egypt.



Captain Brereton

A Complete List

of

BLACKIE & SON'S

NEW BOOKS

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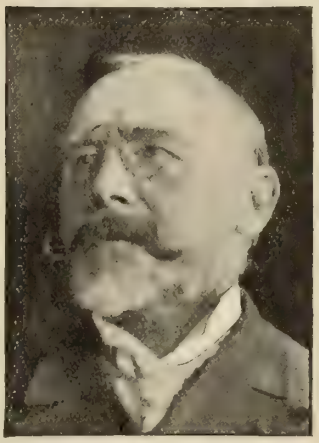
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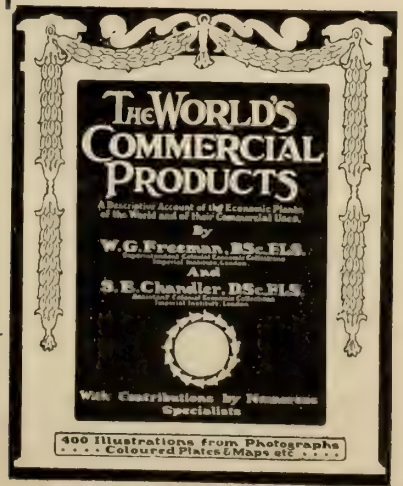
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SUPPLEMENTARY CANADIAN LISTS

IN the September issue introductory lists of the Fall books of Canadian publishers were provided. As several of the publishing houses had not completed their lists at that time and as many of the books would not be published until October and November, it was impossible to give full information about all the Fall publications. On account of this deficiency in the September number, supplementary lists have been prepared and are here presented for the benefit of the booksellers.

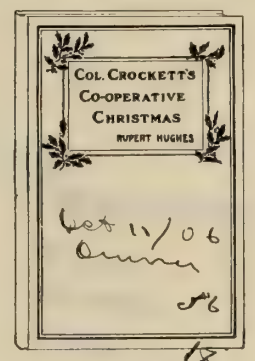
The Musson Book Co.

An excellent list has been prepared for the Fall season by the Musson Book Co. Its special feature is the presence of a large number of general books, in contradistinction to current fiction, which forms so large a percentage of the lists of most other Canadian publishers. This marks enterprise on the part of this house—an enterprise which certainly merits the support of the trade.

A new Paul Leicester Ford book is just ready, entitled "A Warning to Lovers." It is gotten up in much the same form as the other Christmas books of this author, which in past years have been found so useful for gift purposes. The binding is pale blue, ornamented with an elaborate design in gold; illustrations are by Hutt and each page is beautifully decorated. ($1.50).

Another handsome gift book soon to appear is "Literary By-Paths in Old England," by Henry C. Shelley.





The author has made a pilgrimage to the homes of many famous authors in England, writing his experiences and impressions in an entirely entertaining manner. The book is copiously illustrated with 24 full-page plates and 100 smaller illustrations. (Net, $3).

Still another volume of travel is "Versailles and Trianons," by M. Nohlac, the Keeper of Versailles. This book is uniform with the Cathedral Cities of England series, and is illustrated with sixty full-page pictures in color. The text gives a sympathetic and interesting description of the historic and artistic features of the great show place of Paris. (Royal 8vo, $3.50 net).

In "The Heart of Music," by Anna Alice Chapin, the authoress tells the story of the violin, from its beginning among the Assyrians and Egyptians down to Stradivarius and modern makers. She also sketches the lives of famous violinists. The book is handsomely bound and elaborately illustrated and decorated. ($2).

Yet another pleasing gift book is the story by Bettina von Hutton, "The One Way Out," which has been produced in a specially attractive form. It is the tale of a man who, for not the best reasons in the world, proposes to three girls in one evening. The illustrations are by Harrison Fisher. ($2).

A new holiday edition of Paul Laurence Dunbar's "Joggin' Erlong" is on the Musson list. Of course the illustrative and decorative work in the book are features. ($1.50 net).

A new edition of Walton's "The Complete Angler," edited by Richard le Gallienne and illustrated by Edmund H. New, merits attention. It is in demy quarto size and is listed at $5.

"Gems of Wisdom for Every Day," with a companion





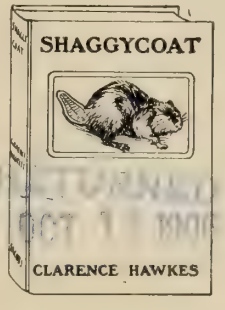
volume "Catch Words of Cheer," should prove excellent holiday stock. Both books are bound in heavy cloth and are neatly boxed. They contain appropriate extracts from the great writers, arranged on decorated pages.

"Mr. Pickwick's Christmas," by Charles Dickens, is illustrated in color and line by G. A. Williams, and is a very handsome gift book. It is small quarto in size and sells at $2.

In addition there are three small books: "Sweet Arden," a book of the Shakespeare country, by George Morley, "The Religion of Cheerfulness," an essay, by Sara M. Hubbard, and "Bob Lindsay and His School," by one of his Old Pupils, which should serve to supplement the list of larger books.

Turning to fiction there is a delightful Christmas love story of C. N. and A. M. Williamson, entitled "Rosemary in Search of a Father." The scene is laid at Monte Carlo and the Christmas described is as different as possible from the usual Christmas. The book is beautifully decorated by William Jordan and has six full-page illustrations by Hatherell. ($1.50).

Then there is Stewart Edward White's "The Pass," a story of modern American pioneering. It also is beautifully illustrated and decorated. ($1.25 net). Mary Catherine Crowley's new story "In Treaty With Honor," listed by the Musson Book Co., is a romance of old Que-





bec, dealing with the war of 1837-1838. "The Queen's Hostage," by Harriet T. Comstock, carries the reader back to the latter part of Queen Elizabeth's reign and the days of Shakespeare and Ben Jonson. "Ring in the New" is a new socialistic novel, powerfully handled, by Richard Whiteing, who wrote "No. 5 John St."

"Colonel Crockett's Co-operative Christmas," by Rupert Hughes, "Seeing France with Uncle John," by

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By MARY CHOLMONDELEY

Author of 'Red Pottage."

Reviews on Day of Publication in England:

The Morning Post says: "Her readers will find a rich banquet of joy in "Prisoners," which contains some of the most thrilling chapters she has yet written. There are many strong passages and the finest of all is the account of Fay's emotions as she at last realizes the horror of her negation of duty."

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By JOSEPH HOCKING

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There is not a dull page in Joseph Hocking's masterpiece, "The Man Who Rose Again." Read the first chapter and you will see that the whole story hangs upon a challenge made in the smoking-room of a London Club, and arising out of the following words: "Let the best of women believe that a man will give them the position they covet, and he can believe what he likes and do what he likes."

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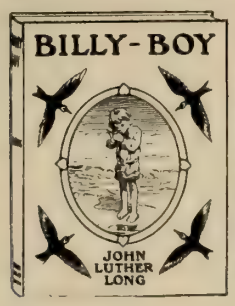
THE SAINT	by Antonio Fogazarro.	Cloth only,	**$1.25**
THE LOST LEADER, . .	" E. P. Oppenheim	" "	**1 25**
BENITA, ...	" H. Rider Haggard	" "	**1.25**
A PRINCESS OF VASCOVY,	" John Oxenham	" "	**1.25**
HOPE MY WIFE, . . .	" L. G. Moberly	" "	**1.25**
THE SLAVE OF SILENCE,	" F. M. White	" "	**1.25**

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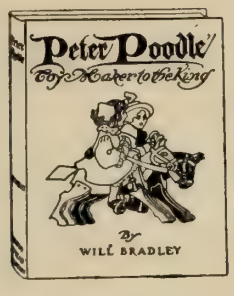
Publishers **TORONTO**

Anne Warner, and "In Pastures New," by George Ade, are recent additions to the list.

The Musson Book Co. go in for nature books extensively and several new treatises are listed this Fall. Probably the most important are "Home Life in Bird-Land" by Oliver G. Pike, and "Nature Through Micro-







scope and Camera," by Richard Ker. Both are elaborately illustrated with tone plates, which reproduce the original photographs to excellent advantage. ($2).

"Nature's Nursery," by H. W. Shepheard-Walwyn, is a smaller book, addressed mainly to young readers. It describes the birth of the birds, butterflies and other animal life and their early days. It is fully illustrated with 240 half-tones. ($1.25).

"Adventures in Pondland," by Frank Stevens, is yet another juvenile nature book. Several children are introduced to the reader and their investigations into the life of the inhabitants of a pond form the subject of much interesting conversation. ($1.25).

Another fascinating book on nature is "The Wit of the Wild," by Ernest Ingersoll, which describes the ways and means employed by animals in their daily struggle for existence. ($1.25). "Shaggycoat," by Clarence Hawkes, gives the essential facts of a beaver's life under the guise of a story. ($1.25).

The Copp, Clark Co.

Probably the most artistic juvenile in The Copp, Clark list is Frank R. Stockton's "The Queen's Museum and Other Fanciful Tales." It contains 10 full-page drawings in color and other drawings in black and white by Frederick Richardson. The title page is a beautiful piece of work in green and gold. (8vo, $2.50).

Another charming gift book is Thomas Nelson Page's "On Newfoundland River." It is fifteen years since Mr. Page wrote this story. He has now inserted several entirely new scenes and episodes and has made it a much better story. There are several choice illustrations in color work by John Edwin Jackson. (12mo, $1.50).

A new edition of Dr. Henry van Dyke's "The First Christmas Tree," at 50c. cloth and 75c. leather, and a revised and enlarged edition of "The Friendly Year," should find many purchasers among the numerous admirers of Dr. van Dyke's writings.

The Copp, Clark Co. have already issued in their Fall fiction list, "Prisoners," by Mary Cholmondeley, "The Heart that Knows," by Charles G. D. Roberts, "The Saint" by Antonio Fogazzaro, "The Dream and the Business" by John Oliver Hobbes, "The Slave of Silence" by F. M. White, "Hope, My Wife" by L. G. Moberley, "Benita" by H. Rider Haggard, "The Man Who Rose Again" by Joseph Hocking, and "A Prince of Vascovy" by John Oxenham. All are selling well and a second edition of "The Saint" has been called for.

A twenty-five cent edition of "The Lost Cause," by Guy Thorne, has been placed on the market.

In their miscellaneous publications The Copp, Clark Co. have added two new books to their Quarto Art Series, "The Old Testament in Art" and "Shakespeare's Comedies in Art." Both are uniform with the earlier issues in this series. They have also secured a series of twenty-five copyright illustrated gift books, formally issued at $1.50 to $2.50, which they are able to place at $1 retail. These handsome books include such titles as "The Madonna in Art," "Angels in Art," "Famous Singers of To-day and Yesterday," "Famous Actors of the Day," "Little Journeys in Old New England," "The Lovers' Treasury of Verse," etc.

Another book of animal stories from the pen of William J. Long has been secured, entitled "Briar Patch Philosophy," written somewhat after the style of Uncle Remus.

Two volumes of Canadian poetry by Bliss Carman and Elizabeth Roberts MacDonald, respectively, are on The Copp, Clark list. The first is a complete one-volume edition of "The Pipes of Pan," at $2; the second a pretty volume entitled "Dream Verses and Others," at $1.00.



ILLUSTRATION FROM "THE CORNER HOUSE," BY F. M. WHITE - (Copp, Clark Co.)

Two or three juveniles find a place on the list. "The Cruise of the Yacht Dido" is a good boys' story by Charles G. D. Roberts. This book has an attractive cover and sells at 50c. "The Bravest Deed I Ever Saw" is an inspiring symposium by Roberts, Kitchener and other famous men. "Yours With all My Heart" is a dog story by Esther M. Baxendale at $1, and "The

MUSSON'S FALL LIST, 1906

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The reputation as a writer of historical fiction which "Tower or Throne" gave to Mrs. Comstock will be enhanced by her powerful new novel, "The Queen's Hostage," which will strongly appeal to all who love to read a stirring story of love and adventure. Its events take place in the latter part of the reign of Elizabeth, and has to do with Shakespeare and Ben Johnson.

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POWER LOT. By Sarah P. McLean Greene, author of "Cape Cod Folks," "Vesty of the Basins," "Deacon Lysander." 12mo. Illustrated.. **$1.50**

In this volume Mrs. Greene returns to the quaint, strong characters of the sea coast, but this time it is in Nova Scotia that she has laid her story. The tale is of a dissolute city lad set down penniless in the sombre life of Power Lot—"Power Lot God Help Us" it is called in that section—a little fishing village set on the rough, wild coast, where the characters have the breadth of the magnificent view which surrounds them, and a quaint idea of life, which is altogether fascinating. The story of the development of this lad in the hard work and struggle for his very living, and of the pathetic and humorous incidents which befell him, is done in Mrs. Greene's best style, and is perhaps the strongest and most entertaining book she has written.

SEEING FRANCE WITH UNCLE JOHN. By Anne Warner, author of "Susan Clegg and Her Friend, Mrs. Lathrop," etc. Illustrations by May Wilson Preston **$1.50**

MAX FARGUS. By Owen Johnson, author of "The Arrows of the Almighty" and "In the Name of Liberty." Illustrated by Fletcher C. Ransom. 12mo **$1.50**

This is the story of a strong man's revenge. Primarily the book has a splendid plot, full of interest and mystery and at the same time it reveals in strong pen pictures a great phase of New York life. The tenacity and ingenuity of Max Fargus' revenge, the pitiful plight of Sheila, who is an adventuress against her will and her nature, and the knavery of Bofinger, are splendidly done. Not only is the story most interesting, but it is told with exceptional skill, and in its broad, impartial viewpoint suggests the best work of some of the great French novelists.

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The Musson Book Company, Limited, Toronto

MUSSON'S FALL LIST, 1906

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An attractive combination of valuable unpublished literary material and personal impressions derived from visits to the homes of famous authors characterize this volume. The author has long made a special study of this fascinating by-path of literature, and his researches in various directions have been rewarded to an unusual extent. One of his chapters deals with Thomas Hood, a poet of whom no satisfactory biography yet exists. In another chapter fresh light is thrown upon certain phases in the life of John Keats, and this paper is further enriched by new letters from Byron, Wordsworth, and Coleridge. There are chapters on "Spenser's Footsteps," "Home of Sir Phillip Sidney," "Birthplace of Gray's Elegy," "White's Selborne," "Goldsmith's Deserted Village," "Burns in Ayrshire," "In Carlyle's Country," etc. Each chapter is copiously illustrated by exquisite photographs specially taken by the author, including many new views and some important documents hitherto unpublished.

VERSAILLES AND THE TRIANONS. By M. Nohlac, the Keeper of Versailles. With 60 full-page illustrations in color by M. Binet, made expressly for this book. Royal 8vo, cloth, net. **$3.50**

The great popularity of "Cathedral Cities of England" last year has convinced the publishers that there is a growing demand for "color books" of the kind at a moderate price. The color work in "Versailles" will be quite equal in every respect to the first volume, and the text is a sympathetic and interesting description of the famous historic and artistic features of the great show place of Paris. The general design of the book will be uniform with "Cathedral Cities."

THE HEART OF MUSIC. By Anna Alice Chapin, author of "Wonder Tales from Wagner," "Masters of Music," etc. 8vo, cloth, beautifully illustrated with photogravure frontispiece, many decorations and a unique cover design..... **$2.00**

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A WARNING TO LOVERS. By Paul Leicester Ford, author of "Wanted—A Matchmaker," "Janice Meredith," etc. Illustrated, in colors, by Henry Hutt, with marginal decorations and artistic cover design. 8vo, cloth **$1.50**

This bright, breezy little story in its attractive dress should be one of the leading gift books of the season. "A Warning to Lovers" is quite equal to any short story Mr. Ford ever wrote, but has been withheld from holiday publication until this time.

JOGGIN' ERLONG. By Paul Laurence Dunbar, author of "Candle Lightin' Time," "When Malindy Sings," "Li'l' Gal," etc. Illustrated from photographs, with marginal decorations in color. 8vo, cloth..... .....net. $1.50

Readers need no introduction to the inimitable verses of Paul Laurence Dunbar. His talent won immediate recognition, and to-day his fame is secure. Those who are familiar with the previous illustrated editions of Mr. Dunbar's poems, "Candle Lightin' Time," "When Malindy Sings," "Li'l' Gal," etc., will, we feel sure, welcome another volume of his dialect poems. The illustrative and decorative work is done in an entirely new manner.

ROSEMARY IN SEARCH OF A FATHER. A Christmas Love Story. By C. N. and A. M. Williamson. Illustrations by Hatherell. Cloth **$1.50**

Authors and publishers have worked together to make this the holiday book par excellence of the season of 1906-7. Mr. and Mrs. Williamson have written a story which will surprise even their most ardent admirers by its humor, grace, delicacy, and charm. The scene of the story is laid at Monte Carlo, and the Christmas described is as different as possible from the usual Christmas. The book is beautifully decorated by William Jordan, and has six full-page pictures by the great English artist, Hatherell.

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The Musson Book Company, Limited, Toronto

Christ of the Children" is, as its name implies, a religious book, which sells at 75c.

To counterbalance any dullness in any of their books, The Copp, Clark Co. have secured the Canadian rights for the ridiculous "Eediotic Etiquette," compiled by Gideon Wurdz. It is amusing from start to finish, making fun of the proprieties.

The Copp, Clark Co. have been appointed agents for Canada for the G. W. Dillingham Co., of New York. They have already handled the "John Henry" books for this firm. The leading Dillingham book this Fall is "The Lion and the Mouse," by Charles Klein, which has had a great sale in the United States. Other publications are "Billy Bounce," uniform with "The Pearl and



"MAGDALEN CAME IN WITH A CANDLE IN HER HAND."—*Chap. II.*

Illustration from "THE PRISONERS," by Mary Cholmondeley. (Copp, Clark Co.)

the Pumpkin," and "The Gold Worshippers," by Harris Burland.

The Copp, Clark Co. will shortly bring out a Canadian edition of the first story in the Fogazzaro trilogy, of which "The Saint" has already been published. It will be entitled "The Patriot" and will be followed early in 1907 by the second story in the series, "The Man of the World."

Macmillan Co. of Canada.

"Puck of Pook's Hill" by Rudyard Kipling, "The Invasion of 1910" by William le Queux, "No Friend Like a Sister" by Rosa N. Carey, and "Disenchanted" by Pierre Loti, are now out and are reported to be selling well.

The Macmillan Co. direct special attention to the new two-volume edition of John Morley's "Life of Gladstone." There are a great many people in Canada who were unable to purchase the first edition who might be induced to buy this new edition. Booksellers should look them up.

For the holiday trade the Miniature Series offers special advantages. There are twenty-six new titles in the series, written by such eminent writers as Lyman Abbott, James Lane Allen, Julia C. R. Dorr, Frederick Harrison, Richard G. Moulton, William Winter, and others. The books are tastily bound and boxed and are listed at $1.

Another choice number for the Christmas trade is a five-volume edition of the Poetical Works of Tennyson. The books are pocket-size, beautifully printed and bound either in cloth or in flexible leather.

Apropos of the pronounced success of Pierre Loti's latest book, "Tisenchanted," a novel portraying Turkish social life, more particularly in the harems, it is very interesting to learn from recent despatches from the Orient that the progressive spirit of the age would seem to have penetrated even to those mysterious regions. According to these reports the Turkish women are beginning to revolt against their life-long immurement and to demand, in precisely the same manner as the novel described, that they shall be treated like the women of civilized countries. Indeed some have gone so far as to effect their escape to France, Loti's native land, whence they have issued an appeal on behalf of their secluded sisters. The outcome of this surprising action will be watched with great interest.

Oxford University Press.

"The Adventures of Billy Topsail," the new boys' book by Norman Duncan, is now on the market. The whole of the first edition was exhausted almost immediately after publication. Rev. R. E. Knowles' new novel, "The Undertow," will be ready about November 1.

The Oxford Press are showing some extremely dainty prayer-book sets, that should prove very appropriate for the holiday trade. Reticule effects are made use of and the books are enclosed in fancy leather cases, which may be carried over the wrist or arm. There is a large variety of bindings, one of pure ivory boards being especially attractive.

McLeod & Allen.

A strong book of American life, entitled "The Balance of Power," by Arthur Goodrich, has recently been added to McLeod & Allen's list. It contains the story of a stirring fight for fair business and decent politics, running side by side with the inward struggle of two friends who love the same girl. There are a number of clever sayings, which are sure to be quoted frequently. ($1.25).

"The Fighting Chance," by R. W. Chambers, is selling remarkably well. It is characterized as the best story Mr. Chambers has yet written. It is the love story of a rich young man with an inherited craving for liquor and a glorious girl with inheritances of her own to combat. The illustrations by A. B. Wenzell, are so good as to almost sell the book on their merits alone. ($1.25).

The story which Dr. J. Price-Brown, of Toronto, has written, and which is now appearing in book form through McLeod & Allen, deserves the support of the trade. Dr. Price-Brown, who has already written a

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novel, "How Hartman Won," under the pen-name of Eric Bohn, is an eminent specialist practising in Toronto. His new book, "In the Van," deals with pioneer days in Canada. Its action centres around the march of the 100th Regiment from Halifax, to build and maintain a fort at Penetang.

The author of "To-morrow's Tangle" and "The Pioneer," has completed the third novel of the trilogy, "Rich Men's Children." The plot deals with the conflicts of two generations in the Far West and the movement is steadily maintained throughout toward a vigorous climax. The book contains six colored illustrations. ($1.25).

Elizabeth Miller, who wrote "The Yoke," has come forward with another story of ancient times entitled "Saul of Tarsus." The scenes are laid in Jerusalem. Alexandria, Rome and Damascus, and among the figures, which move through the pages of the book are St. Paul, St. Stephen, Herod and the Emperors Tiberius and Caligula. ($1.25).

Other books announced for publication this Fall are: "Romance Island," by Zona Gale; "Jewel Weed," by Alice A. Winter; "A Knight of the Cumberland," by John Fox, jr.; "The Leader," by Mary Dillon, and "Anthony Overman," by Miriam Michelson, author of "In the Bishop's Carriage."

William Briggs.

A striking cover design has been made for Mack Cloie's new story, "The Pancake Preacher," by Miss Ida M. Sutherland, a clever young artist, who has opened a studio in the Bank of Hamilton Chambers, on Yonge street, Toronto, and is making a specialty of designing and embellishing.

Edwin Leslie's "Knights Who Fought the Dragon," (Philadelphia: Thomas D. Watters; Toronto: William Briggs), is, so far as we know, the first effort to deal in a work of fiction with recent events in China and with Chinese life and manners.

Miss Machar's charming story, "Marjorie's Canadian Winter," which heretofore has been published by the Lothrop Co., Boston, will appear this Fall in a neat Canadian edition with the William Briggs' imprint.

A striking feature of the new edition of Mrs. Traill's delightful "Studies of Plant Life in Canada," is the series of eight full-page plates in the natural colors reproduced from Mrs. Chamberlin's paintings. The process work was executed by the Toronto Engraving Co., who have had marked success with the three-color work. The printing of these illustrations reflects credit on the Book Room press. In addition to the color work the book is further embellished by twelve fine half-tone engravings, also from Mrs. Chamberlin's paintings. The cover design, executed in brass by Messrs. Patterson & Heward, embodies a fine specimen of the Daphne Mezereum, first discovered in Canada by Mrs. Chamberlin. In every respect the book is worthy of the text, and deserves, as it will assuredly have, a place in private and public libraries throughout Canada and in other English-speaking countries.

Frederick George Scott's forthcoming volume, "A Hymn of Empire and Other Poems," will appear early in November. The remarkable poem which gives its title to the book has attracted wide attention, particularly in England, where the Hon. Joseph Chamberlain first drew public notice to it by quoting effectively from it in one of his addresses in the recent political campaign.

Mrs. Jean Blewitt's new book of verse, "The Cornflower and Other Poems," will be in every respect a stronger book than her first venture, "Heart Songs." It will contain all of the poems that have become widely popular through their rendition by the author on the public platform. The book, for which Miss Ida M. Sutherland is making an attractive cover design, will be a prime favorite at Christmas time.

The present disclosures of corrupt election methods in this province make opportune the publication of Mrs. Leeming Carr's novel, "Cupid and the Candidate," which will be published this month by William Briggs. The story concerns an election contest in a rural constituency in Ontario. The references in it to somewhat recent occurrences are rather thinly veiled. It conveys a vigorous indictment of dishonorable and corrupt political methods. A very attractive cover design has been made for the book by Miss Ida M. Sutherland.

A notable series of illustrations is being made for R. L. Richardson's forthcoming story, "The Camerons of Bruce," by Mr. G. E. McElroy. Mr. McElroy, though a young man, has seen a good deal of life. A native of Lanark County, of Highland Scotch ancestry, he early in life went west, joined the Northwest Mounted Police, and, when the Strathcona Horse was organized for service in South Africa enlisted and served with that gallant corps till at the close of the war it was disbanded. Returning home, Mr. McElroy took up the study of art, a pursuit of his earlier years, and for some time worked successfully in New York, making a specialty of book illustration. Desiring to pursue his vocation in his native land, Mr. McElroy returned to Canada and took up work in Toronto. His familiarity with the west well qualifies him to illustrate Mr. Richardson's story, which deals almost wholly with the Canadian west and abounds in adventurous incidents.

"Among the Immortals: Songs and Sonnets from the Hebrews," is the title of the new volume of poems by R. Walter Wright, now being published by William Briggs. Mr. Wright is the author of a previous volume of verse, "The Dream of Columbus," which for some time has been out of print.

A striking addition to the by no means meagre literature on the Twenty-third Psalm, is that entitled "Life on the Uplands," by Rev. J. D. Freeman, M.A., pastor of the Bloor Street Baptist Church, Toronto. The discovery and development of the time-notes in the Psalm, corresponding to the successive periods of the shepherd's day, enable the author to relate it in a peculiarly helpful way to the problems of life.

A historical novel by Miss Machar, entitled "The River of Destiny," and embodying the romantic adventures of the famous LaSalle, will be published early in the coming year. Miss Machar is also engaged on a history of the City of Kingston.

A History of the County of Bruce, by Norman Robertson, the county treasurer, will shortly be published.

The American sales of Major Richardson's "Wacousta" have exceeded the Canadian. The Chicago publishers, A. C. McClurg & Co., have already found a third edition necessary. A London firm are negotiating for an English edition of the book.

A work that is likely to attract considerable notice is "The Study of Nature and the Vision of God, with Other Essays in Philosophy," by Prof. Geo. J. Blewitt, Ph.D., recently appointed to the chair of Ethics and Apologetics in Victoria University, Toronto. These essays give evidence of careful thought and ripe scholarship. They form a study, from the historical point of view, of the idealistic and the mystical tendencies in religion and philosophy. The book will be published in November by William Briggs.

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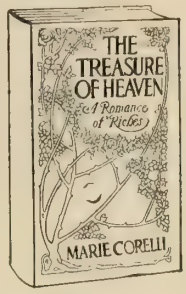
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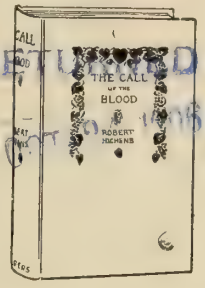
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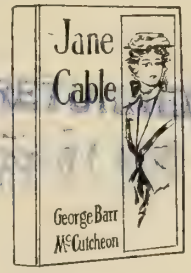
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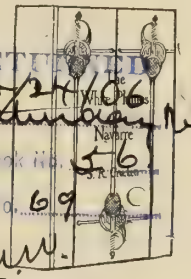
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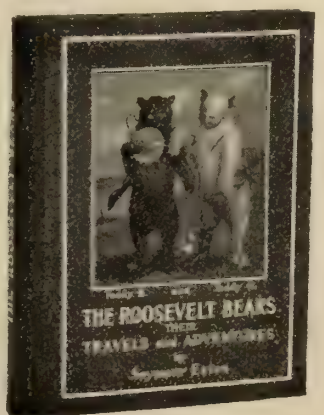
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The Silver Maple

By

Marian Keith

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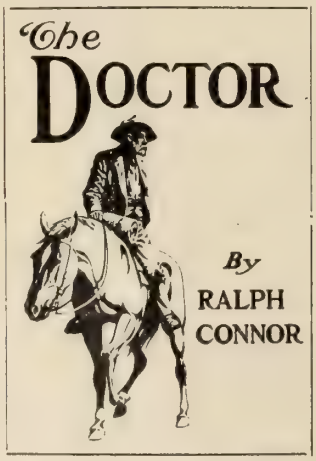
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The Westminster Co., Limited

PUBLISHERS - - - TORONTO

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A LARGE number of the books announced for Fall publication in the August number of Bookseller and Stationer have already appeared. They embrace a variety of literature mainly of gift-book style.

"All the Year in the Garden" is a year-book with a happy out-door thought for each day, compiled by Esther Matson. Many famous poets have been drawn from, with the result that the book contains a galaxy of charming passages. It is daintily bound and has a number of fine full-page illustrations. (Cloth, $1 net. Limp leather, $1.50 net).

In "The Happy Family," a dainty volume printed in two colors, three subjects are taken up: "The Business of Being a Wife," "The Business of Being a Mother," and "The Business of Being a Father." These are treated in a bright manner by George Hodges, who gives excellent advice on these subjects. (Cloth, gilt top, 75c. net. Flexible leather, $1.50 net).

Three delightful volumes for children are "Stories from Scottish History," by Madalen G. Edgar; "Stories from Dickens," by J. Walker McSpadden, and "Tales from Herodotus," by H. L. Havell. These belong to the Children's Favorite Classic series. In size they are 16mo, prettily bound and well printed. They contain frontispieces in color and several full-page illustrations. The "Stories from Scottish History" are based on Scott's "Tales of a Grandfather," which have been considerably condensed to come within the limits of the book. The "Stories from Dickens" are taken directly from the novelist's own writings, very largely in his own language. They are the stories of his most famous boys and girls, merely separated from the big books and crowded scenes where they first appeared. The "Tales from Herodotus" is the latest addition to the series. It will make Herodotus a friend of many young people who otherwise would view him as a musty name. Though the "Father of Historians," he was a fine old story-teller. (Each, 60c.)

Mr. Oliver Huckel, whose poetic paraphrases of "Lohengrin" and "Parsifal" have already met with much favor, has retold in English verse the Wagnerian drama of "Tannhauser." The book is a handsome production, printed in black and red from special type designs, and containing four illustrations by noted German artists. The cover design is a striking one. (Cloth, gilt top, 75c. net. Limp leather, $1.50 net).

A dainty gift-book is "The World's Christmas Tree," by Charles Edward Jefferson, which contains a powerful plea for the true spirit of Christmas. He views as in a vision the present method of observing Christmas and finds that "the human race has crystallized into a countless number of little circles, and from hand to hand around each circle the presents pass." Meanwhile the great fallen needy race of men are being forgotten and neglected. (Cloth, gilt top, 75c. net. Limp leather, $1.50 net).

Nine volumes have been added to the Handy Volume Classics this season. These books are 18mo in size, are bound in red cloth, and have neat gold designs. The series now embraces 177 titles in all, by eminent writers. Four new volumes are "Excursions," by H. D. Thoreau; "Fireside Travels," by Lowell; "The Maine Woods," by Thoreau; "Our Old Home," by Hawthorne. (Cloth, tinted top, 35c. Full limp leather, 75c.)

There are four new volumes in the What is Worth While series: "The Challenge of the Spirit," by Ellis A. Ford; "Christmas Making," by J. R. Miller; "Does God Comfort?" and "The Personality of God," by Lyman Abbott. (12mo, 30c. net).

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AT ALL BOOKSELLERS

HENRY FROWDE

CANADIAN BRANCH:

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BOOKS OF THE MONTH

ALGER, GEORGE W.—"Moral Overstrain." Boston and New York: Houghton, Mifflin & Company. pp 214. This book contains essays dealing with present day conditions in the United States. "The duty of not putting on the character of another a greater burden than it can safely bear" and its application to the varying phases of commercial life is discussed in the first chapter. The influence of sensational journalism on the administration of justice and the State Legislature is discussed in another chapter. Two of the most important subjects touched upon by the author are unpunished commercial crime and criminal law reform. The crime of fraud in business is more far-reaching in its evil effects than the old-fashioned crimes of murder and theft. On crime of a more intellectual kind the public hesitates to put the mark of disapproval, while the national moral sense is undermined. The arguments for a reform in the criminal law are marshalled with literary skill and ability. Startling illustrations are given of failure to convict criminals in lynch-law states. "We have long since passed the period when it is possible to punish an innocent man. We are now struggling with the problem whether it is any longer possible to punish the guilty." The book is of general interest at this time to public spirited citizens, either in the United States or Canada.

CHOLMONDELEY, MARY—"The Prisoners." Toronto: Copp, Clark Co. Cloth only, $1.50. An Italian atmosphere permeates this new novel by Mary Cholmondeley, though the principal characters are English. In the early chapters the reader is plunged into the midst of a highly dramatic episode, which provides the basis upon which the story is worked out. A beautiful English girl, married against her will to an elderly Italian nobleman, takes farewell of her lover in the Italian palace, where she is spending her honeymoon. Just as they are saying good-bye a murder is committed near by and the hue and cry after the murderer comes in their direction. Without thinking of the consequences the girl urges her lover to hide in her chamber, until the pursuit passes, and this he does. Unfortunately the avengers burst into the very room where he lies concealed and pounce upon him. The moment is a critical one. The young man decides to shield the reputation of the woman and hands himself over as the murderer. He is sentenced to fifteen years' imprisonment. The remainder of the story concerns the future lives of the two and is powerfully handled.

DAY, HOLMAN F.—"The Rainy Day Railroad War." New York: A. S. Barnes & Co. Cloth, $1.00. A story of a plucky fight put up by a young engineer in the construction of a railroad through the territory of a pugnacious lumberman. When Gideon Ward was unable to prevent the building of the road by legal means, he adopted illegal means and at one juncture went to the extent of abducting Parker, the engineer. The scene is laid among the lumber camps and we are introduced to the rough woodsmen. It is a story of particular interest to boys, though grown-ups will find it entertaining reading as well.

DOUGLAS, CHARLES NOEL. — "Uncle Charlie's Poems." New York: J. S. Ogilvie Publishing Co. Cloth, 50 cents. It is hard, after reading the buoyant and humorous verse in this volume, to realize that the author has been an invalid and in bed for nearly ten years, but such is the case. The poems are mainly of a humorous nature, though a few towards the close of the book have a more serious tone. There is also a biographical sketch of the author's life. The entire profits resulting from the sale of the book go to the invalid author.

DUMAS, ALEXANDER—"Celebrated Crimes of the Russian Court." Boston: L. C. Page & Company. There are sixteen crimes recorded in the volume, all of a terrible nature. The ferocity of the governing classes towards all that opposes them is clearly shown. Two prefaces are affixed to the book, which, by the way, is a handsome example of book-making, one a critical review of Dumas as a writer by Mikael Gortshakow, and the other an original preface by Dumas himself.

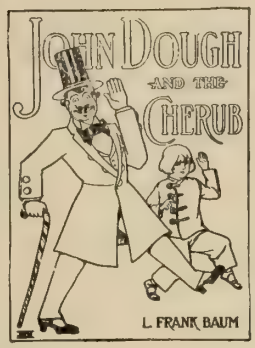
FOGAZZARO, ANTONIO — "The Saint." Toronto: The Copp, Clark Co. Cloth, $1.25. At the present time there is a very decided movement among thinkers and writers in the Old World towards a reform of the Catholic Church, which will again place her in her rightful place as the universal church. The idea is grand and appealing to the human mind, and no wonder that these Liberal Catholics, with their projects of broadening and freeing the church, are generally applauded. Among them none speaks out more fearlessly than the Italian novelist, Antonio Fogazzaro. His last novel, "The Saint," has been written with a purpose and despite the fact that it has been placed in the Index, it has created a strong impression on the Catholic mind. It is in a measure a sequel to his earlier story, "Piccolo Mondo Antico." In this book, Piero Maironi, the saint to be, is introduced to the reader, as anything but a saint, living openly with another man's wife, his own wife being confined in an asylum. In "The Saint," the conversion of Piero takes place. He becomes the leader of the new reform movement, the teacher, whose holiness of life and doctrine point the one way by which the Catholic Church may be restored to its ideals.

FOGG, LAURENCE DANIEL—"The Asbestos Society of Sinners." Boston: Mayhew Publishing Co. As its name would lead one to suppose, this white and gold book, ornamented with a crimson fiend, has to do with the nether world. In a matter-of-fact way Reporter Fogg relates how he came to be assigned by the city editor of the New York Universe to "Go to Hell." It was a slip on the part of the editor, of course, but, as it was the rule of the office never to take back an assignment, Fogg had perforce to find his way to Hades. He soon gets there and for many pages the reader is entertained with his experiences in the land of Pluto. It is a very amusing and clever book.

FRENSSEN, GUSTAV—"Holyland." Boston: Dana Estes & Co. Cloth. 12mo, $1.50. The scenes and characters in Gustav Frenssen's latest novel, "Holyland," are drawn from among the humble seafaring folk who live on the borders of the German Ocean. Their life, love, and suffering are wonderfully shown and described. The hero, Kai Jans, makes several long sea voyages, of which the descriptions are wonderfully vivid and interesting. His love-affairs are told with unsurpassed charm and pathos, and the struggles, misfortunes, and the final physical break-

A Few Selections From Our 1906 List

John Dough and the Cherub



By L. Frank Baum

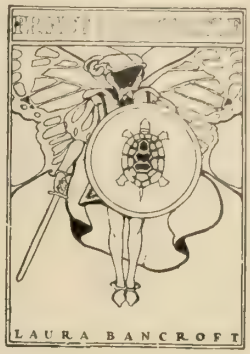
This will be the most advertised juvenile of the season

? IS THE CHERUB BOY OR GIRL ?

$500.00 for the best answers

Baum's new wonder book "John Dough and the Cherub" is a marvelous story and contai s a strange mystery for the children to solve and for the grown-ups to laugh over. Any child under 16 years may compete List of gifts and full instructions in each book. John Dough and the Cherub abounds in unique Baum characters, and in humor, interest and originality excels the author's previous successes. 40 full pages in color, 20 colored chapter heads, 15 text pictures, decorated title page, fancy end sheets, etc. All illustrations and decorations by John R. Neill. Price, $1.25

The Twinkle Tales



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Bandit Jim Crow
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Daughters of Destiny

Here is a strong story—a battle royal of love and intrigue waged between three women of widely different types—two American girls against a daughter of the Orient whose love knows no law, and whose country, Baluchistan, subscribes to peculiar customs and morals. This novel will be talked about. Elaborately illustrated in colors; the women by Thomas Mitchell Peirce, the men by Harold Delay.

Annabel

By Suzanne Metcalf. The first novel for young folks, breathes the purest thoughts of a girl blossoming into womanhood. Portrays her gentle influence on the life of a struggling boy. Parents enjoy and recommend this book. Six duotone illustrations. Cloth binding. Inlaid picture. Stamping in gold and colors. Price, $1.25.

Aunt Jane's Nieces

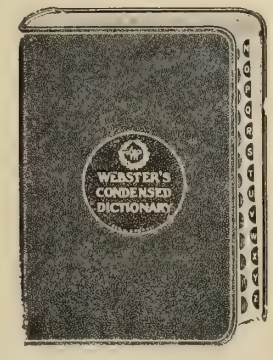
A fascinating character story for girls, by Edith Van Dyne Aunt Jane desiring to choose an heiress to her vast estate has difficulty in deciding between three clever nieces. The interest never lags. Bound in English vellum, stamped in gold and inks. Inlaid picture. Six duotone illustrations. Price, $1.00.

Sam Steele's Adventures

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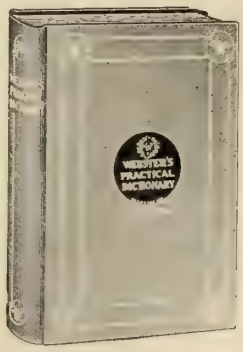
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down which prepares his mind and soul for their real awakening are a triumph of word picturing. Religious thought has a large place in the work, and the conception of divinity worked out is bold, startling, original, yet inspiring in the highest degree.

GILLIAM, DAVID TOD "The Rose Croix." The Saalfield Publishing Co., Akron, Ohio. Cloth, $1.50. This is the story of a remarkable love, which enveloped the lives of a young American soldier and adventurer and a beautiful Mexican maiden. The action carries the reader into all parts of the world. The Rose Croix itself was the token worn by the man and the maid to signify their bond of union. Circumstances contributed to keep the two apart but as usual the end more than made up for all the difficulties in their path.

JOHNSTON, ANNIE FELLOWS.—"The Little Colonel's Christmas Vacation." Boston: L. C. Page & Co. Cloth, illustrated $1.50. The little colonel is really a little Kentucky girl who is the heroine of a series of charming juvenile stories. In this book she goes to boarding school at Warwick Hall and meets a lot of delightful companions, and then the story goes on to tell of her experiences during the Christmas vacation. She is a lovable maiden and the story is as wholesome as can be. There is no juvenile heroine of the present day so worthy of emulation by girls.

KEITH, MARIAN.—"The Silver Maple." Toronto: The Westminster Co. Cloth, $1.25. When Marian Keith introduced her first book, "Duncan Polite," to the Canadian public, it was in the nature of an experiment. She was a new writer, unknown to the reading world, and her chosen field was an untried one. The book succeeded almost to an unexpected degree and the name of its clever author immediately took its place along with the foremost writers on Canadian subjects of the day. Her second book has confirmed her position. "The Silver Maple" is a fine story. It has depths to which few modern writers possess the ability to penetrate. It is intensely human, plumbing the recesses of the heart. The scene is laid in the Township of Oro, near Lake Simcoe, where Highlander and Lowlander, Englishman and Irishman, have settled in colonies, each maintaining the dialect and traditions of the old sod, but each unconsciously learning from the others and gradually coming to understand their outlook on life. The story centres around the boyhood and youth of Scotty Macdonald, a very interesting character.

LE QUEUX, WILLIAM—"The Invasion of 1910." Toronto: The Macmillan Co., of Canada. Cloth, $1.50. This book is written to illustrate what may happen to England in her present state of unpreparedness for war. It is recommended by Lord Roberts to any one who has the welfare of the British Empire at heart. The author spent four months on a motor tour over the whole of England from the Thames to the Tyne while working out the details of this invasion by a German army according to plans prepared by the general staff. All means of communication on the east coast were suddenly seized one Sunday afternoon. The invading flotilla, crossing under cover of night from Holland, landed on the shores of Norfolk and Suffolk. Terrible scenes of panic ensued in London, Liverpool and Manchester. After heroic attempts to drive back the enemy by British forces inadequate in strength and inferior in artillery, London is bombarded and sacked. No one can lay down the book before reading how the citizens of London finally saved the Empire.

PELOUBET'S SELECT NOTES—A commentary on the international Sunday school lessons for 1907. By Rev. F. N. Peloubet, D.D., and Amos R. Wells, M.A. 375 pp. Cloth, $1.25. Cloth, interleaved edition, $2. French morocco, limp, round corners, gilt, $2. This is the thirty-third annual volume of Peloubet's Select Notes, which goes to prove the wonderful book that it is. It has stood the test and to-day it stands unrivaled as an exposition and commentary on the scriptures. Each year has brought additional and helpful suggestions which have been incorporated into it, so that this year's volume is as complete and valuable a book as experience and the highest grade of scholarship can make it. In the treatment of the interesting topics chosen for the year's study, which consist of "The Beginnings of Mankind." "The Beginnings of God's Chosen People," and "The Beginnings of the Hebrew Nation," the authors have noticeably employed the most approved modern principles of teaching and study, while all the latest scholarly and scientific research is set forth in its proper relation and bearing to the subject matter.

VOYAGES AND EXPLORATIONS OF SAMUEL DE CHAMPLAIN. Narrated by himself. Translated by Annie Nettleton Bourne. Edited by Edward Gaylord Bourne. Two Volumes. New York: A. S. Barnes & Co. This, the latest addition to the Trailmakers' Series, is the first issue in a popular form of the historical writings of one of America's greatest explorers. To Canadians, the name of Champlain is a familiar one. He is looked back to, not only as a famous explorer, but as the founder of New France. The editors have taken as their authority the final edition or compilation of Champlain's writings, published in 1632, in which he combined and revised his earlier works. The narrative is highly entertaining, dealing, as it does, with a land with which we are all familiar. The translation has been ably done.

WILLIAMSON, W. H.—"A Race for a Crown." Toronto: Poole Publishing Co. Cloth, $1.25. Paper, 75c. The succession to the throne of Tenemia was in doubt, owing to the fact that there were two heirs, nephews of the Grand Duke, whose claims were exactly equal. In order to prevent quarrelling, the Grand Duke arranged a covenant, under the terms of which the two claimants were banished from the duchy to points designated, situated at equal distances from Runick, the capital. Only on the event of the Grand Duke's death could they cross the border and then the first one to reach the crown would wear it. The story describes in detail the race for the crown between Rollo and Otto. This was no tame affair, blows being struck, plots laid and men imprisoned.

WILSON-BARRETT, ALFRED.—"The House over the Way." Toronto: Poole Publishing Co. Cloth, $1.25. Paper, 75 cents. Interest is well worked up in this novel. The hero, a young man of twenty-five, lives in a country house. Across the road is another mansion, which at the time the story opens is purchased by a noted London financier, who comes to live there with his ward, a girl of twenty. The young man and the girl fall in love, but serious obstacles are raised to the marriage. Then begins a period of darkness and anxiety. Villianies are practiced and disaster follows disaster. At length the lover wins.

THE MAGAZINE COUNTER

THE Century's announcements for 1907 appear in the October number. There will be two important serials, "The Shuttle," by Frances Hodgson Burnett and "Come and Find Me," by Elizabeth Robins. A series of articles on "How the Civil War was Financed," by Ellis Paxson Oberholtser, will be of historical interest. President Roosevelt will contribute an article on "The Ancient Irish Sagas."

McClure's announcements for 1907 include more of Carl Schurz' reminiscences, a continuation of James B. Connolly's "Story of Montana" and a series by Ray Stannard Baker on the great subject of railway ownership. A long list of writers of fiction have been secured.

Kate Douglas Wiggin will contribute one of the most charming of her Rebecca stories to the November Scribner, which will also contain, "Russia's Greatest Painter," "Washington in Jackson's Time," "Ruskin and Girlhood," "London, a Municipal Democracy" and "The Last of the Indian Treaties," by Duncan Campbell Scott.

The first issue of Putnam's Magazine appears for October. With it the Critic has been merged. It is a worthy addition to the ranks of American periodicals.

The fiftieth anniversary of the founding of the Atlantic Monthly will occur next year and will be marked by the publication of a special number.

Frances Hodgson Burnett, Kate Douglas Wiggin, George Madden Martin, and Ralph Henry Barbour will contribute serials to the new volume of St. Nicholas.

The October number of the Craftsman is the first of a new number and, to mark the occasion, a new cover has been used and improvements made in the illustrations.

The Travel Magazine (formerly the Four-Track News) made its first appearance this month. It sells at 10c.

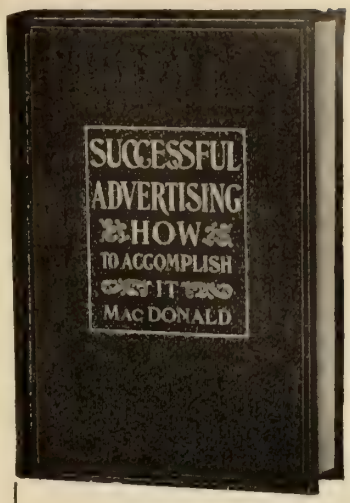
The publishers of the Smart Set have purchased Tales. The title has been changed to Transatlantic Tales.

Chambers's Journal for October ontains "Literature and Politics," "The New Chinese Railway," "Romance of a Great English Lake," "The Servant Question Again," "The Medieval Republic of Andorra," "An American in Germany," "Golf of Yesterday and To-Day," etc.

The October number of the American Magazine is the first issue under the new proprietors, the Phillips Publishing Co.

An advance announcement of the Xmas Graphic, together with samples of the presentation plates, has been received. The issue will be ready on November 23. The plates presented this year, are "Into the Valley of Death," the 17th Lancers in the charge of the Light Brigade at Balaclava, by John Charlton, and "I do Believe in Fairies," by R. Jack. The contents will embrace a number of excellent short stories and the usual humorous and holiday pictures.

There are eight color inserts in the October number of the International Studio, all executed with that excellence which characterizes the work in this publication. Among the literary features are "The Personal Ornaments of the Austrian Peasant." "The Animal Photographs of Charles Reid," "Hungarian Art at the Milan Exhibition," "Some Inn Signs at Lucerne," "Walter Tyndale: the Man and His Art," "A Note on the Recent Work of Anders Zorn," "Frederick MacMonnies, Portrait Painter."



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Vol. XXII. OCTOBER, 1906. No. 10

THE SCHOOL BOOK COMMISSION.

UP to the time of writing, the Ontario School Book Commission have been busy taking evidence. Some four sessions have been held at the Education Department, Toronto, at which witnesses have been examined. The secretary has also been engaged collecting evidence in writing from various quarters, while the commissioners are at present visiting American cities in search of information.

So far the commission has been concerned mainly with the mechanical side of school book production. The question of distribution has not yet been specially touched upon. The evidence taken has tended to show that the paper used in the text books is not of the best for schoolbook purposes and that the wire binding is most unsatisfactory. Witnesses have also expressed the opinion that publishers are getting too high prices for the books.

The commission have also looked into the "free book" and "fee book" systems, as in vogue in the cities of Hamilton, Brantford, Kingston and Toronto.

As it is in the matter of distribution that booksellers are chiefly interested, the trade will await with interest the consideration of this part of the subject. It is undoubtedly the case that a reform is necessary. Booksellers are laboring under disadvantages, which can easily be remedied, if the commission will but do their duty.

We have no authority whatever to express even an opinion on the probable finding and recommendations of the commission. Whatever may be their decision in the matter of production—whether they recommend letting of contracts by Government or even publication of text books by Government—it is entirely improbable that they will go to the extent of advocating Governmental distribution. To our mind the bookseller need have no fear on this score. He will still be the channel for the sale of school books.

It will be for the trade to see that in future they get a fair deal. We do not wish to blame school book publishers unduly, but there are two outstanding facts in the present system which cannot be got over. The first is that school books are procurable by the public, either from department stores or mail order houses, or cheap booksellers or general stores, at prices below the published price. The second is that in many Ontario bookstores are to be found piles of defunct text books—dead stock—with which dealers have been caught, when a change in authorization took place without proper warning being given.

A system which admits of either of these defects is wrong. With these two troubles out of their way, booksellers will not greatly mind where or how they have to purchase their supplies.

FIGHTING MAIL ORDERS.

A GREAT deal of the success of a mail-order business depends on getting customers to adopt the right attitude of mind towards it. We all know there is such a thing as mental attraction. The mail-order man recognizes it and seeks to bring about such a combination of ideas as will conduce to the favorable influencing of the public mind.

The big catalogue with its carefully prepared index, its many illustrations, its lengthy descriptions, giving in extremely convenient form all the information necessary to answer every want, produces on the mind of the house-wife a most favorable influence. It is all so simple, so economic, so cheap, so easy, that she soon succumbs to its influence. In a word, it is soothing.

Then, again, the big newspaper advertising, changing daily, of many of these mail-order institutions, produces on the mind a sensation of up-to-dateness, correctness and strength, that gives an authority to everything said in the catalogue. The person who comes under the spell of the advertising feels an assurance that when she orders she gets the very latest and most correct article.

Now, in striving to combat the mail order house, the merchant should endeavor to recognize this mental attitude. It is there and it must be rooted out. The mind is, at bottom, reasonable, and this reasonableness should be got at.

First, the merchant should endeavor to show that it is a fallacy to assume that he cannot supply the same goods as the mail order house, and that, even if it is going to cost him money, he can sell them as quickly and as cheaply. He can do this best by advertising and by actual example. Let him get people to bring along their catalogues and show him what they want. Then, if he has not got the goods in stock, let him order them.

Indirectly he should strive to show his fellow townspeople that money spent at home is far better disposed

of than money spent in the big cities. Many people for get this. If they would only remember that it is to their pecuniary advantage to hand their money over to the local merchant, they would possibly hesitate to send it away. The newspapers in each village and town should take up this matter earnestly, and it would pay merchants to induce newspaper publishers to print articles giving facts and figures to prove this proposition.

PREPARING FOR CHRISTMAS.

IT is a common experience in the trade to find dealers lamenting, after the holiday business is over, that they didn't do this or that before the rush came on; that, if they had only adopted a certain scheme a month ago, their returns would have been greatly increased.

The trouble is that they either didn't start soon enough to lay their plans or they failed to give that careful attention to the matter which was necessary to make their plans complete. If they had only made up their minds in September or October to map out a careful course of action and had pursued it accurately, the result would have been more satisfactory.

There is a lesson in this which every dealer should take to heart at once. Now is the time to lay plans, not to-morrow—now, when the future can be regarded calmly and intelligently. Failure to do this will mean the same lamentations as of yore, as soon as Christmas shall have come and gone.

We would also urge dealers to recall as clearly as possible the adverse conditions which were a source of annoyance last year, and then to make up their minds to remedy them this year. It is all very well to lament, but unless we make a note of the trouble and resolve to cure it next time, we are likely to forget it and then have the same thing to suffer next year.

DISPLAYING POST CARDS.

POSSIBLY because the sale of picture post cards has been so good, dealers have not paid much attention to their display. The cards seem to sell themselves, and it is apparently a waste of time and money to go to the expense of special displays. But this is poor policy and the dealer should do all he can to attract and bring customers into his store. The passer-by, who goes along with merely a glance at the ordinary "clothes-line" style of window display, may be arrested by something a little more novel.

The steady improvement in the style and coloring of picture post cards has at last lead to the production of really artistic gems. It seems a pity that these fine cards should be herded together in hundreds, each detracting to a certain degree from its neighbors. But such is the case. The passer-by sees a huge jumble of cards. If he is curious, he may pause and pick out the most attractive cards, but this requires an effort. The remedy is to place the cards where their individuality may be clearly discovered.

Individual frames are a capital solution of the difficulty. In no other way can the beauties of the cards be so strongly emphasized with so little trouble and expense. These frames are readily procurable and framed cards are good sellers. A few of them, attractively grouped, will produce better results than dozens of strings of cards hung all together.

NAUGHTY AGAIN.

COMPLAINTS about the unfair methods of certain Canadian publishers have again come to our ears. We have already had occasion more than once to refer to the cool way in which enterprising individuals have ignored the booksellers in their advertising. Perchance we wrong them in imputing to them intentional unfairness to the retailer. It may be, and we hope it is, merely an oversight on their part, occasioned by the rush of Fall business.

However, the booksellers have some rights in the matter and, if publishers look to them as the legitimate channels for the disposition of their publications, it is only fair that the publishers should give them every opportunity to handle their books successfully. It is a poor policy which at one and the same time loads up the bookseller with stock and makes overtures direct to the public. It savors of greediness.

To say the least of it, it is not calculated to increase a bookseller's amiability to find that he is selling books, which contain detachable order forms for other books, addressed direct to the publisher. A single line of explanation that the book might be procured from or through the bookseller would remedy this mistake.

LIGHTS IN DISPLAY WINDOWS.

ARRANGEMENT of lights in display windows is a feature which is not always given due study. A glaring arc light in the centre of window space may serve to light the way of the passer-by, and a cluster of incandescents will often attract attention—to the lights.

Considering the window simply as an advertising proposition, designed to sell goods, however, the lamps should be made as inconspicuous as good light service permits.

Good results can be obtained by placing shades behind the globes when incandescents are used, concealing them from the view of the public and throwing the light itself upon the goods.

Big arc lights if used at all should be so placed as to avoid their blinding the eye to the display. This can be done by hanging them high in the window space, with a shade of dark material between the lamp and the street. Globes of ground glass are preferable to tone the light. Colored globes are not approved by the many dealers, who reason that they diminish the attention attracted to the goods, and who claim that a clear, white light is best for display. Still there are circumstances when colored lights might be desirable either temporarily or permanently as a means of causing the store to stand out more strongly in the midst of other brilliantly lighted stores.

Taber Bas-Relief Photographic Company

(ALLIANCE LIMITED, Proprietors)

SOLE PROPRIETORS OF PATENTS FOR

TABER BAS-RELIEF PHOTOGRAPHY

115 NEWGATE ST., LONDON, E.C., ENGLAND

PUBLISHERS AND MANUFACTURERS OF

Artistic Showcards

Calendars

Box Tops

Pictorial Post Cards

Christmas Cards

Art Pictures AND Souvenirs IN BAS-RELIEF



OUR ALLIANCE SERIES OF "ROYALTY" Bas-Relief Post Cards

HAVE THE LARGEST SALE IN THE TRADE

H.M. KING EDWARD VII.

gave a sitting to Mr. Taber, the Patentee of the process, which Photograph we publish as a

BAS-RELIEF POST CARD

in various sizes.

CUSTOMERS' OWN SUBJECTS IN RELIEF A SPECIALTY

ALL OUR PRODUCTIONS IN TABER BAS-RELIEF CAN BE OBTAINED OF

MESSRS. WARWICK BROS. & RUTTER, LIMITED

WHOLESALE STATIONERS, TORONTO

ONTARIO SCHOOL BOOK COMMISSION

THE first sitting of the Ontario School Book Commission took place at the Education Department, Toronto, on Wednesday morning, September 19. There were present the chairman, Mr. T. W. Crothers, of St. Thomas; Commissioner John A. Cooper, of Toronto; Mr. George Lynch-Staunton, K.C., of Hamilton; and Mr. Jas. A. Macdonald, Toronto, counsel for the Government, and Mr. A. C. Casselman, secretary. Mr. Clarkson W. James, secretary of the department, took the official report of the proceedings.

At the opening of the session the Government commission was read, authorizing the investigation, and the original agreements showing the price and character of the books, between the Government and W. J. Gage & Co., the Canada Publishing Co., and The Copp, Clark Co.

Mr. Ernest A. Coombs, principal of the Newmarket High School, was the first witness called. He said the durability of the books supplied was unsatisfactory, the English Grammar being the most noticeable example. This book was produced. Its cost was 75 cents, and samples were put in showing that it had gone practically to pieces within a year. Witness thought it should last at least three years.

"The binding is really useless at the end of a year," said the witness. "As a teacher, I think the sections should be bound with thread and not wire, which rusts."

The same criticism held good with the French Grammar and Reader. It should last for the whole course of three years, whereas it only lasts one. Before the pupil has finished the course the book is in shreds. The French Grammar costs $1.00.

Witness produced a High School Physical Science, which belonged to a girl pupil who was careful. It was in a dilapidated condition, and had only been purchased in January last. A Chemistry book also used by a careful pupil had gone to pieces after six months' use.

"I am satisfied with the printing and paper," said Mr. Coombs.

An outfit of books for the High School pupil on entering cost $9.70, including note book and scribbler. In a number of cases there is more than one book on the same course authorized.

"I do not approve of this," said the witness, "as pupils coming to us from other places have used different series, and, consequently, have to buy other books.

"It is left to the staff of the High School to make the selection."

A Serious Drawback.

"It is a serious drawback to a child to take him from one book to another on the same subject. It is unsatisfactory from an educational point of view, and as to the cost to the pupil."

Mr. Richard Southam testified that he had examined the Public School readers. He could produce the same books under similar conditions if the plates were supplied as was now done for 33 1-3 to 60 per cent. less than their present cost.

Mr. Southam submitted the following tender for the supplying of the reader on the estimated numbers sold, as follows :

Part I., First Book, 5c.; present retail price, 10c.
Part II., First Book, 6c.; present price, 11c.
Second Reader, 10c.; present price, 20c.
Third Reader, 13c.; present price, 30c.
Fourth Reader, 15c.; present price, 40c.
Fifth Reader, 20c.; present price, 60c.

"On the department's estimate of the number sold there is $46,000 being spent each year in Public School books," said Mr. Southam. "We will supply the same total of the same character and material for $20,000 wholesale, or $32,000 retail—a saving to the purchasers of $14,000 to $26,000 per year.

"If I had to add cost of plates it would amount to $2,000 more."

Remain Unused.

Dr. Allen, lecturer in the Toronto University in Chemistry, had made a chemical examination of the paper used in the readers and read his report. He did not think the mechanical wood pulp used should be allowed.

Mr. Albert O'Dell, public school inspector of Northumberland, presented samples of Public School books which were very unsatisfactory, he said. Out of 160 families seen 97 had complained of the make and cost of the books. Complaints were also submitted by the artisans as to the number of books they had to buy.

"The result of my experience," said Mr. O'Dell, "is that 50 per cent. of the text-books in the homes of families remain unused."

Second Sitting.

The mysterious disappearance of all records in connection with the special Commission on Text Books and their cost, which acted for the Education Department in November, 1897, was the first object of investigation when the Government Text Book Commission resumed on Tuesday, September 25.

Mr. Frank N. Nudel, assistant registrar of the department, was the first witness. He had taken the stenographic report of the evidence taken by the Commission of 1897. On instructions he furnished one copy of the evidence to Mr. Wallace Nesbitt, K.C., counsel for the publishers, and two copies to his honor, Judge Morgan. He destroyed his notes on the suggestion of Judge Morgan, who said that when the report was printed it was not necessary to keep them.

Mr. Arthur C. Paull, clerk of the records, recollected the Commission of November, 1897. The report and documents went to the Minister, Hon. G. W. Ross. He did not know where the originals were. They were never filed.

Favors Free Text Books.

Mr. John McDonald, secretary-treasurer of the Kingston Board of Education, was the next witness. He gave evidence as to the mode of handling free text books in Kingston under the fee system. The lowest local tender for the supplying of the books was accepted and the board, by buying in bulk, saved about 20 per cent. on the retail price. The board owns the books and the pupils get the use of them. The pupils pay a fee at the beginning of each year. Last year it cost the board for text books and supplies $1,359.28. The Board of Education made no profit on the system. Injury or loss of book subjected the pupil to a fine. About 14 cents per pupil per year was the average rental paid for the books. Under this system, Mr. McDonald thought the books lasted longer and were better taken care of. No contagious diseases had yet been attributed to this system which has been in force three years. If contagious disease afflicted the pupils the books were destroyed immediately.

Mr. McDonald produced samples of books used which were generally in good condition. The wire binding

was often very faulty, and the books had frequently to be rebound.

Mr. McDonald suggested to the Commission that it reduce the cost of the books by getting up cheap readers destined to last a full year only. He was strongly in favor of free text books.

Third Sitting.

The third session of the Commission was held on September 26. Mr. Wm. C. Flint, of Toronto, a practical bookbinder, gave evidence to show that school books were not properly bound with wire. They should be bound under the contract with thread in a kettle stitch.

Mr. J. F. Ellis, paper manufacturer, of the firm of Barber & Ellis, was next called. Asked by Mr. Lynch-Staunton if he were Minister of Education what kind of paper he would prescribe, he said 25 per cent. of rag and 75 per cent. of sulphide wood. The paper in the school books produced were not up to this standard. They contained no rag.

Mr. Wm. H. Ballard, Inspector of Public Schools in Hamilton, said the board supplied the books to the lower grade children of the schools at 10 cents each per month, and to those in the higher grades at 20 cents per month. This realized a profit to the board of $3,000 to $4,000 per annum. The average enrollment for the past five years, exclusive of kindergarten, was 8,197. The kindergarten also paid fees.

Mr. Alex. Buntin, wholesale paper dealer, Toronto, gave evidence before the former Commission. He had examined several school books for the former Commission, and made chemical tests of each. He had not found one that was up to the contract, and so reported to that commission.

Mr. Buntin made a test with nitric acid of the paper of the school books produced, which showed ground wood pulp instead of the stipulated rag and sulphite. The books all showed a large quantity of the ground wood, which should not exist. Generally the papers were well made and given plenty of time in the heaters.

MACFARLANE'S ADVICE.

AT this time of year the advice that W. G. MacFarlane, Toronto, would give to every dealer who contemplates ordering contract editions of post cards for early Spring delivery is: "Do it now." Nothing is gained by putting off till Spring, when everybody is wanting cards made. It takes time. Post cards from the customers' photographs are a strong specialty with this firm. Their close business connection with leading European color printing establishments places them in the best possible position to handle this work with the utmost satisfaction. In stock lines every taste can be satisfied. A catalogue can always be had for the asking.

BUSINESS SHOW FOR MONTREAL.

The Canada Business Show Co. is planning to hold a business show in Montreal from December 10 to 15, inclusive. For this purpose they have secured the new Royal Scots Armory on Bleury street. Several successful business shows have been held in New York and Chicago, but this is the first time Montreal has been given attention in this direction. Business men favor the idea, and no doubt exists but that an exhibition of modern office appliances and labor saving devices for every department of commercial work would be very interesting.

Blanks for Private Greeting Cards

"FOR THE EMPIRE SERIES"

106 different designs to choose from, many being particularly . . . .

EMBLEMATIC OF CANADA

Some with salutations in FRENCH printed on covers.

All the designs are ATTRACTIVE and SALEABLE, possessing the many features SUITABLE for

PRIVATE GREETING CARDS

THE HOUSE OF CANADA FOR CARDS AND CALENDARS

THE COPP, CLARK COMPANY, Limited

64 and 66 FRONT STREET WEST,

TORONTO, CANADA

TORONTO.

What Mr. Gundy Says of the West—New Stores in Toronto—New Companies Incorporated.

Office of BOOKSELLER AND STATIONER.
10 Front Street East, Toronto.
October 8, 1906.

THE Harold A. Wilson Co. attracted attention during the month with their window display of "The Prisoners," by Mary Cholmondeley. This book has a cover design by a Toronto artist and is a credit to the publishers, from a book-making standpoint.

* * *

The Oxford University Press has been awarded the gold medal for their display of bibles, prayer and hymn books at the Dominion Exhibition in Halifax.

* * *

Mr. S. B. Gundy, manager of the Oxford University Press, is home from a trip to the Coast. It is several years since Mr. Gundy went over this route, and he was naturally struck with the rapid development of the country. He was delighted with the bookstores. The stocks in Vancouver, Victoria, Calgary, Edmonton, Regina and other western cities were, in his opinion, quite the equal of the best in the eastern cities, and the stores were owned and operated by men who knew their business and carried it along on broad lines. What pleased Mr. Gundy especially was the strong Canadian sentiment that pervaded the west in contradistinction to the localism of the sentiment frequently found in the east. Petty jealousies and suspicions were unknown in the west. He was also delighted to note the appreciation shown by dealers for fine goods, which was not merely expressed in words but in purchases.

A branch of Baldwin's Bookstore, Toronto Junction, has been opened at 368 Yonge street.

* * *

H. C. Tugwell & Co. have been incorporated to take over the business of H. F. Sharpe & Co., manufacturers of and dealers in photographers' supplies. The incorporators are H. C. Tugwell, A. S. Bee, W. A. Buchanan, J. G. Ferguson and E. S. Dimock.

* * *

Morang Educational Co., Limited, have been incorporated with a share capital of $200,000, to acquire that portion of the business heretofore carried on by Morang & Co., Limited, devoted to the publication and sale of educational works.

* * *

Toronto publishers are in the thick of getting out their new Fall books. During the balance of this month and the beginning of November, the bulk of the Fall publications will be produced. The jobbing houses are also busy getting out shipments of import books.

* * *

J. P. McKenna, the Yonge street bookseller, stationer and newsdealer, has secured a five-year lease of the store at the corner of Elm and Yonge streets, formerly occupied by George Kelly. He has renovated the store, re-painted the front and put in improved lights. He will carry a stock of post cards, papers, magazines and general stationery. Mr. McKenna is still doing a bustling business at his old stand, but he has fears that he may be compelled to move out any time within six months. In that event he will have the new store to fall back upon, pending the securing of suitable premises on the west side of Yonge street near Queen street.

W. A. C.

CHRISTMAS BELLS

RED TISSUE PAPER—QUICK SELLERS

No. 48— 40 cents per dozen.
No. 84— 75 cents per dozen.
No. 94— 80 cents per dozen.

The following are LARGE SIZED BELLS

and will sell readily at **25 cents and 50 cents each**

No. 104— $1.20 per dozen.
No. 114— 1.80 per dozen.

BELLS strung in SETS of 3 sizes:

No. 15885—Green, $1.75 per dozen sets
No. 15886—Red, $1.75 per dozen sets

A large variety of FLAGS and GARLANDS for DECORATIONS

The COPP, CLARK COMPANY, Limited

64 and 66 FRONT STREET WEST,
TORONTO, CANADA

TRADE ACTIVITIES.

M. S. Moon, dealer in wall paper, Port Arthur, is dead.

The Canadian Art Post Card Co. have registered at Montreal.

R. R. Burns, drugs and stationery, Armstrong, B.C., was damaged by fire.

G. R. McColl, drugs and stationery, St. Thomas, has sold out to Wm. W. Taylor.

The Toronto Waterloo Office Fixture Co., Limited, Waterloo, have obtained a charter.

F. C. Gillis, of West & Gillis, bookbinders and account book manufacturers, Toronto, is dead.

A Kalamazoo paper company is negotiating for a site for a Canadian factory in Toronto.

McRae Bros. & Smith, booksellers and stationers, Midway, B.C., have been succeeded by E. A. Hain.

The estate of Harry Days, drugs and stationery, Toronto, have sold the business to L. C. and J. G. Armstrong.

The capital stock of the F. W. Law Co., Limited, wholesale stationers, Winnipeg, has been increased from $50,000 to $100,000.

Anber Bros., fancy goods dealers, Ottawa, have dissolved partnership. A. N. Anber is continuing the business in Ottawa and Michael Anber has opened in Hull.

McRae Bros. have purchased the interest of W. F. Smith in the business carried on at Phoenix, B.C., under the firm name of McRae Bros. & Smith, Limited, booksellers and stationers.

James McKay, Jr., stationer, Prince Albert, Sask., has sold his business to J. R. Merritt, late of the staff of the Manitoba Free Press, Winnipeg. Mr. McKay has not yet decided on his future plans.

Warwick Bros. & Rutter, Limited, are at present in the midst of filling import orders for fancy goods. As quickly as the cases are received from Europe, consignments to the various dealers are made up.

A small list of blank book specialties has been sent out by E. G. Lang Mfg. Co., 64 Ann street, New York. Samples of index tabs are affixed to the pages of the list, which supplies full information as to quality, size and price.

R. J. Soden, the Peterboro bookseller and stationer, has secured possession of the store occupied by Sutcliffe & Sons, the dry goods merchants of that city. It is expected that he will move in sometime about the end of the month, after having the place refitted and redecorated.

T. R. Tipton's stationery store at Strathcona, Alta., is being thoroughly overhauled and renovated. The rear portion of an adjoining store has already been taken in and it is expected that Mr. Tipton will soon secure possession of the entire store. Several large new silent salesmen have been installed.

A report from Holyoke, Mass., states that the largest factory in America for the making of fine writing paper is to be erected there at a cost of $700,000. The plant will have a capacity of furnishing 30 tons of fine writing paper daily. The mills will form an extension of the American Writing Paper Co.'s property.

A. T. Chapman, the Montreal bookseller, has published a very neat little booklet containing the names of the latest fiction publications, with author, price and further information. This is for distribution among his customers. It is quite an advertising scheme and should meet with success. It is to be issued monthly in future.

WINTER EVENING GAMES

SPECULATION

A LEADING **25c.** GAME for ***$1.50*** per dozen, or ***$14.40*** per gross.

All our GAMES are FAVORITES

OUIJA, Price $10.80 per dozen. PARCHESSI, No. 3, Price $6.00 per dozen.

50 CENT GAMES

Price, $3.60 per dozen

Halma, No. 3; Steeplechase, No. 3; Parcheesi, No. 2; Up from the Ranks.

25 CENT GAMES

Price, Board Games, $2.00 per dozen
Card Games, $1.80 per dozen

Authors No 3, Boy to Banker, Century, Crokinole, Donkey Party, Farmer Grimes, Foresight, Gladsome Times, Halma No. 2, Japan, Logomachy, Loto No. 2, Lost Heir No. 2, Nations No. 2, Old Maid No. 3, Parchessi No. 1, Parchessi No. 1, Folding Board, Peter Coddles No. 2, Perrywinkle No. 2, Sir Hinkum Pinkum, Snap No. 3, Summer Sunshine, The Wild West, Young Canada.

15 CENT GAMES

Price, $1.20 per dozen

British Tar, Halma No. 1, Reversi, No. 1.

10 CENT GAMES

Price, 75 cents per dozen

Authors No. 2, Castaway, Dr. Busby, Lost Heir No. 1, Nations No. 1, Old Maid No. 2, Perrywinkle No. 1, Robin Redbreast, Shipwreck, Snap No. 2, Steeplechase No. 1.

5 CENT GAMES

Price, 35 cents per dozen

Authors No. 1, Golden Locks, House that Jack Built, Jack the Giant Killer, Jumpkins, Old Maid No. 1, Peter Coddles No. 1, Snap No. 1.

ORDER YOUR STOCK OF GAMES EARLY FOR CHRISTMAS TRADE

THE COPP, CLARK COMPANY, LIMITED

Manufacturers, TORONTO, CANADA

THERE ARE PLENTY OF GOOD REASONS why every live and progressive STATIONER and SPECIALTY DEALER should attend the fifth

NATIONAL BUSINESS SHOW

and see there the most comprehensive assortment of goods for them to handle, ever gathered under one roof.

Trade marks, beautiful illustrations and elaborate descriptions are all right in their way, but you do not buy trade marks or pictures. YOU BUY MERCHANDISE. ***You invest your money in goods that are supposed to pay you a reasonable dividend in the way of profits.***

This Show will be the market for COMPARING and SELECTING articles that in your opinion, as a judge of merchandise, will be the most profitable for you to handle. And profit, the real kind, means not only a money gain, but a gain in customers—holding and pleasing them, bringing them back with "repeat" orders.

You will be neglecting a great opportunity if you fail to visit

MADISON SQUARE GARDEN, - NEW YORK CITY
OCTOBER 27 to NOVEMBER 3, 1906

STATIONERS AND BLANK BOOK MAKERS

A NEW DEPARTURE IN LOOSE LEAF

There is a bigger profit in Loose Leaf Devices than in Bound Books—if you buy our metal parts.

YOU SAVE DUTY ON BOUND GOODS AND DO YOUR OWN BINDING

Have your own monoply on Loose Leaf Devices. Don't pay the manufacturers of bound up Loose Leaf Devices two profits when you can do this work in your own factory, in your own way, and *make the binder's profit, the dealer's profit and save the duty also.* You can compete with any Loose Leaf concern in the world if you do this. You may perhaps think that your men cannot do Loose Leaf work. Order a sample line of metals and try it, and THAT IDEA WILL BE ROM TLY EX LODED.

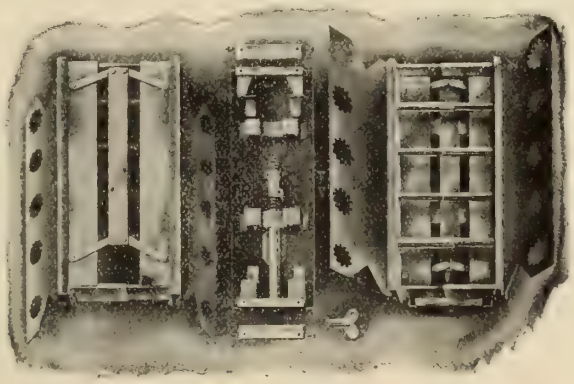
Full Leather Bound
Cannot Mar the Desk



The same cover may be used on a 1¼, 2¼ and 3-inch back. Locks and unlocks with double the speed of any Binder made.

LOOSE LEAF METALS FOR EVERY PURPOSE CARRIED IN STOCK OR MADE TO ORDER

Note the Simplicity of Construction



Note the absence of superfluous parts in mechanism No chains or springs to get out of order. Made of high grade cold rolled steel.

Three views showing the detailed construction of the W. J. S. Loose Leaf Blank Book Metal

THE W. J. S.
LOOSE LEAF BLANK BOOK (METAL) BOUND

WE DO NO BINDING. Patented February 13, 1906 **WE SELL METAL PARTS ONLY**

Round Back Ledger Metals — Flat Back Ledger Metals — "C" Clamp Transfer Metals — Loose Sheet Order Springs — Automatic Order Binder Metals — H. G. Ring Book Metals — Eureka Price Book Metals — Newspaper Files, etc., etc.

Send us your name to-day and we will send you ***FREE*** a line of Loose Leaf Literature containing valuable information on the subject.

DO IT TO-DAY BE PROGRESSIVE

THE TENACITY LOOSE LEAF METAL CO., Successor to W. J. SCHULTZ **114-124 Opera Place,** Dept. Y. **CINCINNATI, OHIO**

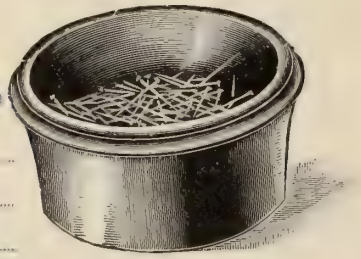
HERE AND THERE AMONG THE JOBBERS

Personal information for the guidance of buyers of stationery and fancy goods, especially procured by "The Monthly Visitor."

HERE is a splendid chance for Canadian dealers to clear up a neat sum. Warwick Bros. & Rutter have arranged a system by which it is possible to sell private Christmas greeting cards at a minimum cost. They provide, free, handsome sample books containing over fifty different designs, triplicate order pads and addressed envelopes. All the dealer has to do is to write for an outfit, enter up particulars of the orders in the order book and forward to Toronto. In due time the cards are returned, attractively tied up, ready for delivery to the customer. There is thus no risk whatever.

* * *

Illustrations of a new pin tray and glass pen tray, handled by the Copp, Clark Co., are shown on this page. They are both listed to sell at 25 cents retail.



NEW PIN TRAY.
(Copp, Clark Co.)



STATIONERY STOCK BOXES.
(W. J. Gage & Co.)

W. J. Gage & Co. have just issued a new series of Mercantile scribbling pads. These come in 6 different sizes ranging from 3 x 4½ to 6 x 9. They are made of good grade of scribbling paper, and each sheet is perforated at the top so that it can be torn off without destroying the pad. They will retail from 1c. to 5c. each, and are a line that every stationer finds a call for.

* * *

When ordering memo. books in lots of 12 dozen or over from Warwick Bros. & Rutter, a dealer is entitled to have his imprint stamped in gold on each book. There are now 32 styles in stock.

* * *

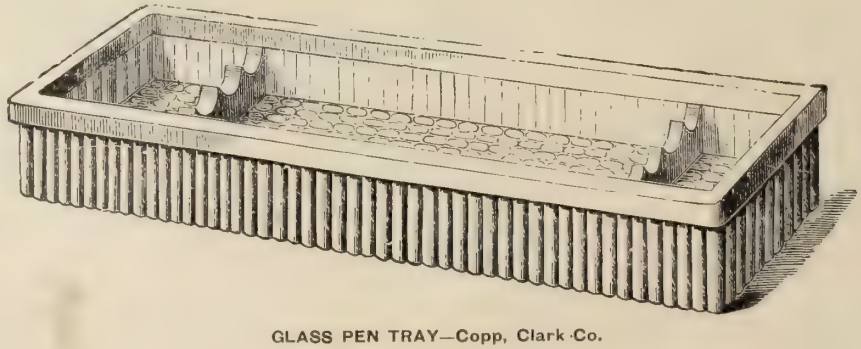
W. J. Gage & Co. have just issued two particularly bright and attractive lines of scribbler and exercise books. The titles are as follows: "Comrades" and "Companions." The covers are printed in bright, attractive colors, showing pictures of children and animals. Comrades is made with pencil paper and Companions with paper for pen and ink, and both designs can also be had in the regular 5c. exercise book ruled with margin line.

* * *

The accompanying illustration shows a line of stock boxes carried by the W. J. Gage Co. These are one of the most useful articles that a stationer can have in the store, and in addition to that are ornamental as well. These stock boxes have been sold by this firm for years, but they have now made a new and very much reduced price list of them, and we would recommend any stationer who wishes to improve the appearance of his shelves and to have at the same time something very useful, to write the firm and get their new prices on the above.

* * *

Buntin, Gillies & Co., Limited, the wholesale stationers of Hamilton, have been appointed the Canadian agents for the Parker (lucky curve) fountain pen. This pen has now become very popular among users of fountain pens on account of its spearhead ink retainer, which prevents leaking or dropping, the lucky curve at the end of the feed, which draws the ink away from the nib when the pen is not in use, thus preventing inky



GLASS PEN TRAY—Copp, Clark Co.

fingers when the cap is removed, and the anti-break cap, which is warranted against cracking. They are largely advertised in all the popular magazines and are in demand.

* * *

Warwick Bros. & Rutter, Toronto, are now prepared to manufacture souvenir writing tablets for any town or city. In note size, one view in a pretty design appears on each sheet; in letter size there are four different views. These appear alternately. A view and the imprint of the dealer appear on the cover.

* * *

In the Copp, Clark Co.'s collection of private Christmas greeting cards there are sixteen distinctive Canadian designs and over 150 general designs. Sample books of cards are supplied to dealers. Those taking orders are advised to send in two or three alternate choices so that there may be no danger of disappointing customers, because of a shortage of particular lines.

* * *

A number of new tally cards are now in stock with Warwick Bros. & Rutter, Limited. An attractive series is composed of Gibson heads, cut out in outline by hand. There is an amusing set of comic silhouettes. Motorists will approve of the deckle-edge automobile cards. The wish-bone series are extra long and narrow. A popular card is the black cat, to be used in securing partners.

* * *

A novelty seen in the showroom of Warwick Bros & Rutter was a fountain penholder of solid glass. Three openings admit of the pens being held in an upright position, while a fourth may be used for pins.

* * *

Demands for fountain pen caps are so frequent that a dealer needs a supply of extra ones always on hand. Warwick Bros. & Rutter supply a dozen extra caps, with safety clip attached, in a display box. These can be retailed at 25c. each.

* * *

A recent addition to the stock of Warwick Bros. & Rutter, Limited, is a 12-inch steel pocket rule, which folds into four-inch lengths and is carried in a leather case. It sells retail at 25c.

A very pretty assortment of tally cards is stocked this season by Buntin, Gillies & Co., Limited, Hamilton, and they report a good sale. A novelty is their special line for whist and euchre parties, with the rules printed on the back.

* * *

The top floor of The Copp, Clark Co.'s warehouse on Front street, Toronto, presents a busy scene these days. The import department, under the superintendence of Mr. W. G. Nord, are getting out the firm's import orders of Christmas cards, calendars, Christmas post cards, etc. The staff has been increased and work is continued day and night.

* * *

The Copp, Clark Co. have now in stock a complete series of mathematical instruments, ranging in price from $1.00 to $15.00 at retail. Their stock of protractors is also complete.

* * *

What should prove a valuable aid to Christmas retailing is a nine-foot canvas sign, bearing a picture of Santa Claus and the inscription, "Headquarters for Holiday Goods." The sign is lithographed in colors, which are guaranteed not to run and may be had from The Copp, Clark Co. for $2.00.

* * *

Dealers should not forget that it is handy to have a stock of assorted envelopes for use with their Christmas cards. The Copp, Clark Co. put up 500 envelopes in nine useful sizes in a box, selling at $1.50.

* * *

No Christmas ornament is so attractive or so serviceable as a tissue paper bell. The Copp, Clark Co. have a large stock of these bells in varying sizes. No. 48 is a small size, selling at 40c. a dozen; No. 84 sells at 75c.; No. 94, at 80c.; No. 104, at $1.20; No. 114, at $1.80, the price increasing with the size. They also show them three on a string, green and red, at $1.75 a dozen, and red, white and blue at $2.25 a dozen.

* * *

Stanford's map of North America, showing the new provinces of Alberta and Saskatchewan, is now ready, a supply being available at The Copp, Clark Co's warehouse. The trade should lose no time in canvassing the

WE KNOW

that the line of papers with "Hurd's Name on the Box" if once put in stock by an up-to-date dealer will be sure to remain there. It is the best that is made, in quality, in style, in manufacture. These are the papers that appeal to the users of good things and it is to this class that it pays best to cater, for they are not only the largest consumers, but are willing to pay well for good goods. If you do not now handle our papers, let us send you samples or have our salesman call.

Crane's Linen Lawn and Hurd's Holland Linen fancy boxes covered with same stock as contents are particularly acceptable as Christmas presents. We have a large assortment.

GEO. B. HURD & CO.

Fine Paper Manufacturers

425 and 427 Broome Street, New York, U.S.A.



school boards in their neighborhoods for orders for this most necessary map.

* * *

Solidhed thumb tacks have proven their worth and are the recourse of artists, housekeepers and others whenever paper has to be attached to wood, etc. The newest tacks are of steel, one dozen in a small, round box. These boxes are packed in a counter display stand and sell at 10c. each. The brass tacks are shown on a small, square piece of wood, selling at 15c. a dozen.

Several new and handsome designs in paper weights are shown by Warwick Bros. & Rutter to retail from 25c. up to 75c. Other articles, which will prove valuable for Christmas presents, are pearl writing sets, neatly boxed, containing paper knives and envelope openers, pens and pencils. These sets run from 15c. to $3 at retail.

* * *

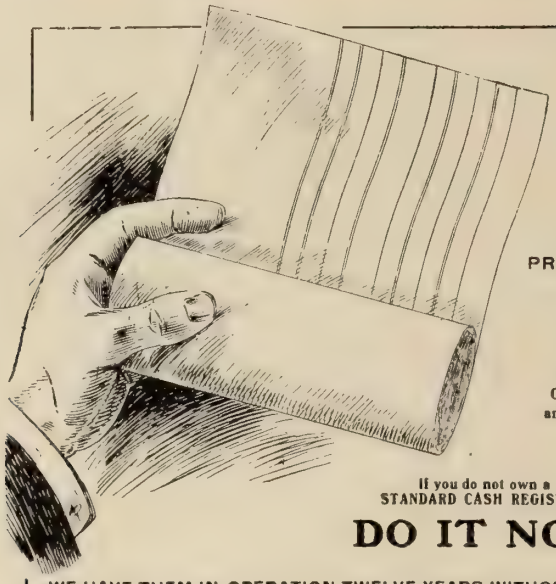
The Copp, Clark Co. have in stock a large supply of garlands for Christmas decorations.

VENUS PENCILS.

THE BEST THE WORLD PRODUCES
17 DEGREES—SOFTEST TO HARDEST MADE
SAMPLES AND PARTICULARS ON REQUEST.

LONDON, ENG. **AMERICAN LEAD PENCIL COMPANY,** NEW YORK



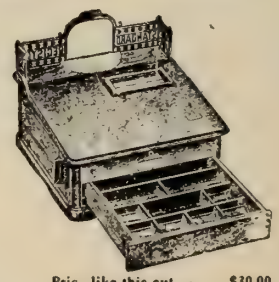


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Only first class Stock used

PRICES AND QUALITY GUARANTEED

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If you do not own a STANDARD CASH REGISTER

DO IT NOW

WE HAVE THEM IN OPERATION TWELVE YEARS WITHOUT REPAIRS.

Price like this cut . . $30.00
No. 1, same mechanism, plain top . . 25.00

STANDARD CASH REGISTER CO.
Wabash, Indiana, U. S. A.

Guaranteed for two years.
Five per cent off cash with order

C. Brandauer & Co.'s - Limited



SEVEN PRIZE MEDALS.

CIRCULAR POINTED PENS

These series of Pens neither scratch nor spurt. They glide over the roughest paper with the ease of a soft lead pencil. Assorted Sample Boxes, 6d., to be obtained from all Stationers. If out of stock, send 7 stamps to the Works, BIRMINGHAM. Attention is also drawn to our Patent Anti-Blotting Pens.

London Warehouse : 124, NEWGATE STREET, E. C.

Canadian Agents: SMITH, BRIGGS & CO., 21 Richmond St. W., TORONTO

MONTHLY REPORTS FROM TRADE CENTRES

MONTREAL.

Fall Trade Opened Well and Continues Good—Increase in Sale of Post Cards—Fountain Pens Selling.

Office of BOOKSELLER AND STATIONER,
232 McGill Street, Montreal,
October, 8, 1906

EVERYBODY is busy at present and Fall trade is in full swing. Since the opening of the schools there has been any amount of trade passing, beginning with school books and other requirements and gradually branching off with the falling off in demand into regular Fall supplies. All the dealers approached reported having had an excellent season for school books and other necessaries required by school children.

* * *

Good sales of fountain pens are reported. Since the opening of the different colleges, in September, there has been a steady demand for all makes. The better pens have been in more request than formerly, which is a noticeable feature of the trade this year.

* * *

Although the pictorial post card business has not been really slack during the Summer, there has been a very marked increase in the amount of business turned over within the past month as compared to previous like periods. People returning from their holidays sending "vengeance cards," as one merchant called them, and the return of the school children with their pocket money is probably responsible for the better trade.

* * *

New book arrivals have been large, as is usual during the Fall season, and fiction occupies a place on the most conspicuous tables in bookstores. Most of the new books have been favored with good sale, although some do not seem to meet with the fancy of the people.

* * *

"Lady Evelyn" and "Doc Gordon," two of the seventy-five cent series of cloth bound books recently introduced, are among the new fiction. They have been selling fairly well. Booksellers say that, owing to the fact that these books are published in the Sunday papers and elsewhere in serial form, before publication, the great majority of the people have read the story by the time the book is stocked by the merchant, and consequently sales are not as satisfactory as they otherwise would be.

* * *

A. T. Chapman, St. Catherine street west, has now one of the finest uptown bookstores. During the Summer he has been engaged in making alterations which have had the result of giving him very much more floor space. The work is nearly completed and already the store presents a fine appearance.

* * *

F. E. Phelan has been giving a great deal of attention to the upbuilding of his picture post card business with satisfactory results. His post card department is among the best in town. Mr. Phelan has placed a table with pens, ink and blotting paper at the disposal of his customers, a favor much appreciated, and one which attracts trade.

* * *

Several Montrealers intend to go to New York the end of this month to take in the Business Show to be held in that city.

* * *

D. J. Young, of D. J. Young & Co., the Calgary (Alberta) booksellers, was in Montreal recently.

* * *

There are rumors around the trade in Montreal about an amalgamation which it is supposed will take place shortly. E. M. Renouf, Limited, and the Cambridge Corporation, are the two firms whose names are mentioned. E. M. Renouf, Limited, is the uptown retail book and stationery store, where is also carried on a growing publishing business. The Cambridge Corporation does a large business in books, and has offices on St. James street. Further gossip is to the effect that the two concerns, when united, will erect a large building on St. Catherine street, in which will be carried on their business. It is said that the capitalization of the new company will approximate $200,000.

When seen by a representative of Bookseller and Stationer, neither Mr. Renouf, of E. M. Renouf, nor Mr. Ross, the manager of the Cambridge Corporation, would confirm or deny the rumors which are afloat. Both said it was still to early to say anything definite.

It is possible, and even probable, that something will be done one way or the other within the next month, and meantime the rumors will continue on their rounds.

J. J. G.

WINNIPEG.

The School Trade Good but Unprofitable—News Company Still in the Air—Books that Sell.

Office of BOOKSELLER AND STATIONER,
Room 511 Union Bank Building,
Winnipeg, October 5, 1906.

SEPTEMBER school openings were given particular attention by the Winnipeg book stores, the sales being well advertised by window displays and in the daily papers. It is unfortunate that these sales are invariably accompanied by big reductions in price. While the Winnipeg stores do a big trade in school books and school supplies, there can be very little profit in it at the prevailing prices. While department store competition is in part responsible for this state of affairs, it must not be forgotten that conditions were much the same before the opening of the largest department store a year ago.

* * *

Tourist trade has been found very profitable this Summer, all the local stores reporting a big turnover in picture post cards and souvenirs of various kinds. The picture post card department is evidently one of the most profitable in the Winnipeg stores.

* * *

Reports from Toronto indicate that it is the intention of the Toronto News Co. to open a branch in Winnipeg in the course of a fe wweeks, but nothing new has been heard on the subject in Winnipeg. The trade are anxious to see the branch opened, as complaints are

as numerous as ever as to the character of the service given the Western trade.

* * *

Among the new books which are selling well in Winnipeg might be mentioned "The Incubator Baby," by Ellis Parker Butler, the author of "Pigs is Pigs." "The Invasion of 1910," by Le Queux, is being prominently displayed in local stores.

F. R. M.

LONDON, ENGLAND.

About our British Publishers' Number — Inadequacy of Canadian Insolvency Laws — New Books of Interest to Canadians.

Office of BOOKSELLER AND STATIONER,
88 Fleet St., E.C.,
London, September 25, 1906.

THIS October number of Bookseller and Stationer has been devoted more particularly to British trade with Canada than previous issues. For this reason it merits more careful scrutiny, not by importers alone, but by all those, even the smallest retailers, who are anxious to see more Old Country manufactures and productions established on the Canadian market. The number of British advertisements in this paper will grow just in proportion as the possibilities of the Canadian market become better known. Taken altogether, English manufacturers and English publishers have not yet grasped even a fairly accurate idea of the buying capacity of the Dominion.

To Canadian booksellers, in particular, this October number should appeal, because amongst its advertisement pages will be found the announcements of several British publishers of the first standing in their own country. Some of them have become well known amongst dealers in Canada; others are only now beginning to feel their way. It is, perhaps, to be regretted that publishers here in England have not yet realized how desirable it is that they should bring out their colonial Autumn lists earlier than they do. In very few cases are these Autum lists ready in time for insertion in the Special August Number of Bookseller. Possibly this difficulty will be overcome in course of time. In the meanwhile, the October issue must serve as the British Publishers' Number.

* * *

It has been said above that British publishers do not yet realize the buying capacity of Canadians. It must not be inferred that the same indifference exists to-day as eight or ten years ago. On the contrary, of latter years there has been a very satisfactory awakening on the part of British publishers in the exploitation of the Canadian market. There was a time when a publisher would practically throw in the Canadian rights when selling the American, in much the same way as an Old Country baker, when selling a loaf of bread, throws in an extra slice to make sure that the buyer is getting his money's worth. That has all passed now, and every year sees English literature sold in larger volume throughout the Dominion. Indeed, the number of works, some of them exhaustive and costly, on Canada itself grows apace.

But there is still much to be done; much progress to be made; many hindrances removed. To mention but a solitary difficulty that hampers many a would-be exporter from Britain, there are the Canadian insolvency laws, which require amendment. It would be no difficult task to point to half a dozen British houses of repute who have had cause to complain of heavy losses arising from this trouble. Fortunately, the constantly increasing number of Canadian agents and representatives who annually find their way across the Atlantic is doing much to dispel the doubts of those who have hesitated, and to throw a clearer light upon the true state of affairs in Canada. Then, again, those British firms which despatch their travelers to the Dominion soon get to understand how large a volume of business can be done, and their very efforts prove an incentive to their competitors for export trade.

* * *

T. Fisher Unwin has added several new publications to his Colonial Library. These books are so varied in their topics that they appear to cater to almost every imaginable taste in literature. To mention but a few, there are "The Woman Thou Gavest," by Lady Troubridge, a novel, which first appeared in serial form in the Daily Mail; "The Great Court Scandal," by Wm. le Queux; "Humsey," by Keble Howard; "Saba MacDonald," by Rita; "The Red Burgee," by Morley Roberts; "Men of Crag," by the late Mr. Guy Boothby; "Success in Life," by Emil Reich, whose philosophical discourses to society folk have created a stir in London; "New Chronicles of Don Q," by Hesketh Pritchard. Fisher Unwin is also the publisher of "Canada Today," by J. A. Hobson, M.A. The author made a special trip through Canada in order to gather the necessary matter. The book is only 3s. 6d net.

* * *

Another work which should appeal particularly to Canadians is "The Canadian War of 1812," by C. P. Lucas, C.B., published by Henry Frowde, Oxford University Press, who has an office in Toronto. This work, 8vo, cloth, with eight maps, sells at $4.15. It is compiled from matter in the Colonial Office Library. Henry Frowde has also added ten new volumes to "The World's Classics."

* * *

Williams & Norgate, of Henrietta street, London, have a very extensive line of theological and philosophical works by the best known authorities. While the demand for this class of books is naturally limited, there is a steady demand, to which dealers should endeavor to cater. This firm is also endeavoring to interest Canadians more widely in "The Hibbert Journal," which is a quarterly wherein religious controversy is discussed.

* * *

Sir I. Pitman & Sons, London, are pushing a range of books that should appeal to business men the world over. "Office Organization and Management," by L. R. Dicksee and H. E. Blain, is a work of 325 pages in demy 8vo., costing 5s. net. "The World's Commercial Products," by W. G. Freeman and S. E. Chandler, with contributions by other prominent specialists, is an illustrated description of the economic plants of the world, and their commercial uses. This will appear in 12 fortnightly parts of 32 pages each, and the cost in England is 7d per copy. "Pitman's Office Desk Book," 230 pages, at 2s. net, is invaluable to clerks who are engaged in all kinds of office work. "Pitman's Business Man's Guide," by J. A. Slater, 476 pages, at 3s. 6d net, is a similar work for the use of merchant, banker, broker or trader.

Amongst Hutchinson's new 6s. novels is "A Vain Thing," by Guy Thorne, whose work "When It Was Dark," created such a stir. The story is unlike his former productions, for it presents a great Oxford athlete, who makes sport his whole aim in life. Of course there is a moral intended. It reminds one of the hackneyed phrase that "Waterloo was won on the playing fields of Eton."

* * *

Here in England the picture post card continues to boom along satisfactorily. New designs for Fall and Winter trade are more varied in range than ever before. It is evident that the publishers have spared no pains to effect originality. The Rapid Photo Co. have added several new cards to their gallery, including photographs of actresses, and new animal studies, with humorous titles, such as "Neck on Nothing" for the giraffe, "Who's Up a Pole" for the bear, etc. They have also an artistic "Chamberlain Celebration" card, bearing the legend "England's Greatest Statesman." Miller & Lang's "Original Picture" series bears designs of natives of the Dominion, and are adorned with the Maple Leaf, or some appropriate coat-of-arms. In the next issue of Bookseller it may be possible to say something more about the post card sample books for the coming season.

"I see," said Mrs. Oldcastle, "that Andrew Carnegie has offered $300,000 for a Rubens."

"Has he?" replied her hostess. "My goodness, it seems to me that's an awful price. Why, the Billingsons only paid $20,000 for their Mercedes, and the lamps are all gold-plated, too."

MADE IN BERKSHIRE
EATON-HURLBUT
REG'D

Canadian Office:
37 Melinda St.,
TORONTO

All the Leading Stationers in Canada

are now selling the line of stationery bearing this trade mark. ARE YOU ONE? If not, write for samples and prices of our ream goods, staple and Christmas papeteries, wedding stock, cards, envelopes and tablets.

Eaton-Hurlbut Paper Co.
Pittsfield, Mass.

TRADE MARK
REGISTERED

INCREASE YOUR CHRISTMAS PROFITS
BY SELLING OUR
Postal Calendars

All ready for mailing. These goods are made to retail at 10c. and 15c., with a handsome profit.

"ASK OUR TRAVELLERS FOR THEM."

We have all the necessary small things for Fall trade, such as

BRASS CORNERS, 3 sizes PHOTO MAILERS, 20 sizes MOUNTING BOARDS, All Shades
PASSE PARTOUT REQUIREMENTS PHOTO PASTE IN TUBES AND JARS
NEW LINES OF PLAYING CARDS
NEW LINES OF FOUNTAIN PENS
NEW LINES OF POCKET PENCILS

Many new lines to help out an increased sale this season.

WRITE US AND WE WILL ARRANGE FOR ONE OF OUR REPRESENTATIVES TO CALL ON YOU.

McFarlane, Son & Hodgson, Manufacturing and Importing Stationers MONTREAL

THE COTILLION MASK.

Both old and young will find ample amusement in the cotillion masks, sold in twenty-three designs by the New York News Co. The illustration shows how the mask is adjusted. They can be sold at ten cents each and to introduce them the News Co. will forward a sample set.



Cotillion Mask.

containing one each of the 23 designs on receipt of $1.75, and mention of Bookseller and Stationer.

AGENTS REQUIRED.

GEORGE WRIGHT & CO., Bayer St., London, E.C., England, a firm doing a large export trade in commercial and scholastic supplies, require reliable representatives in the chief Canadian towns to handle their specialties.

One of their lines, which should sell well in Canada, is a burglar-proof cash box. Apart from its excellent finish, it has a double spring lock and is manufactured on the safe plan. It has a great advantage over the ordinary cash box in that it is fitted with an extra hammered steel safety bottom. This bottom is so contrived that, when the cash box is removed from the safe it can be firmly attached to the owner's desk, where it can remain without risk of theft all day if need be, and only returned to the safe at night time. The price is well within the reach of every business man.

Wright's patent adjustable copying press is intended mainly as a portable press, but its simplicity and effectiveness warrant its use in many commercial offices. It is strongly made in polished mahogany and bound by best steel bands.

The "Forward" and "Leader" letter files (protected) have been made with a view to compete with the many other files on the market. They are exceedingly simple, and any piece of correspondence may be turned up instantly upon demand. These files have the advantage of being cheap, though good, and good terms are allowed the trade.

With the game of "Sky" G. Wright & Co., have scored a great success in England, and with a view to extending their foreign trade, they have gotten out a special set for export. As will be seen from the illustration, "Sky" is a game of sequence, and may be played by five, six, seven or eight persons. While it is not difficult to understand, it is very fascinating, and has the adantage of being much quieter than many similar games.

George Wright & Co. have for a long time made a specialty of school supplies, and their very large range of goods of this class include a number of time-saving and money-saving patents. They are one of the largest manufacturers of rules, of all shapes and sizes. Their "All Round Rule," patented, which is fitted with two movable arms, is indispensible for model drawing, geometrical work, etc., and their "Requisite" free-arm easel, easily attachable to a child's desk, has the advantage of being self-fixing and collapsable. Another "Requisite" series is the extensive list of calisthenic apparatus, made by Wright & Co.

The above are but a few of a very extensive range of office and school supplies. If any good Canadian house is open to take up Wright & Co's agency, they may see two of their catalogues, for further information in the offices of Bookseller & Stationer, Toronto, or obtain copies of same from Wright & Co. direct.

PROGRESSIVE PAPER COMPANY.

GREAT advances have been made during the past year in the business of F. A. Horle & Co., of Cardinal House, St. John's Lane, E.C., London. This firm have been known for many years for their fine qualities of ivory and enamel boards, envelopes, etc., but they have lately opened up a paper department, the products of which, with perhaps the xception of their M. G. Satin Cap, which they are doing at 1s. 10d per ream, are mostly of English manufacture. Both in their cardboard and envelope departments, F. A. Horle & Co. have gone to the fore. In both they are offering some remarkably good lines at low prices. Whenever readers of Bookseller and Stationer are in England, they are invited to call at Horle's show room.



THE EXCITING GAME OF SKY.—George Wright & Co.

INK

Do you want to sell an ink absolutely satisfactory—guaranteed,

WILL NOT CORRODE
WILL NOT THICKEN
SUPERIOR TO IMPORTED

Then let us quote you prices. THEY CAN'T BE BEAT.

WRITING, COPYING, CRIMSON, Etc.

CANADIAN INK CO.
37 WELLINGTON STREET
MONTREAL



We supply artistic monthly Bulletins to keep you in touch with your patrons.

The Bulletin gives you a list of our

NEW RECORDS

for the month, always interesting information for the people.

Any of our distributing offices will be pleased to supply you with Bulletins and trade discount sheets regularly.

DISTRIBUTORS FOR CANADA.

Maritime Gram. Co. - -	Truro, N.S.
J. & A. McMillan, - - -	St. John, N.B.
Clark Bros. Co., Ltd., - -	Winnipeg, Man.
Dyke, Evans & Callaghan,	Vancouver, B.C.
R. S. Williams & Sons, Ltd.,	Toronto, Ont.

Write your nearest distributor.

The Berliner Gram-o-phone Co. of Canada Limited
MONTREAL

JOHN HEATH'S PENS



A good pen is a good servant, and
John Heath's Pens are made to serve!
ALWAYS READY AND ALWAYS WILLING.
They were first 45 years ago, and are still leading the way. British made of British steel. Write for samples.
LONDON AGENCY
8 St. Bride St., LONDON, E.C., ENGLAND

PROFIT without RISK

PRIVATE GREETING CARDS

Artistic, Novel, Refined



YOU take the orders from your customers and WE execute them complete, allowing you a big discount.

SAMPLE BOOKS ready for delivery on October 15th.

We send a Sample Book gratis, with all particulars to any first-class dealer, upon request.

ADDRESS:

RAPHAEL TUCK & SONS COMPANY, Ltd.

St. Antoine Street, MONTREAL

LONDON PARIS BERLIN NEW YORK

HALLOW'EEN SELLERS

FALSE FACES

Full line assortment, all sizes, colors, etc., $1.00 per gross up.

MASKS

Both cotton and silk in colors.

XMAS LINES

Dolls, toys, china, etc., are now to hand and for filling in your stock for the holiday trade these new lines, at the prices we are quoting, will be appreciated by all fancy goods dealers.

The SUTCIFFE-EDMISON CO., Limited

SUCCESSORS TO

THE KELK-SUTCLIFFE CO.

70 YORK ST., next to Crompton Corset Co.

HIGGINS' INKS AND ADHESIVES

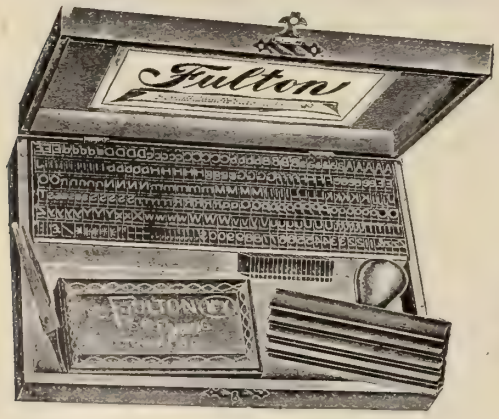


The Higgins' Inks and Adhesives are in a class by themselves. They are the best goods that original thought, conscientious workmanship and sustained high ideals can produce. They are largely imitated but never equalled. They give unvarying satisfaction to consumers and dealers, and every unit is backed by our absolute guarantee. PRICE LISTS AND DISCOUNTS ON REQUEST.

CHAS. M. HIGGINS & CO., - New York—Chicago—London

Originators and Manufacturers Inks and Adhesives

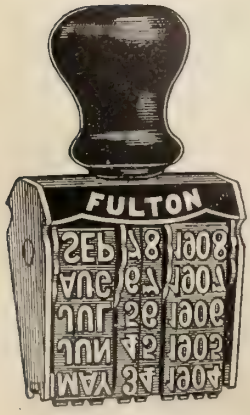
MAIN OFFICE, 271 Ninth St.
FACTORY, 240, 244 Eighth St. } BROOKLYN, N.Y., U.S.A.



Fulton Specialties



ought to be on the shelf of every stationer, as there is a ready demand for them, and they are sold in all parts of the world. They are profitable to handle and are used in every office or store, whether large or small, to great advantage.



The Fulton Business and Office Printing Outfits
The Fulton Movable Rubber Type
The Fulton Sign and Price Markers
The Fulton Self-Inking Stamp Pads (Patented)
The Fulton Self-Inking, Non-Blurring Pads
The Fulton Self-Inking, Quick Drying Pads
The Fulton Daters and Numberers
The Fulton Juvenile Printer's and Toy Sets

Send for Catalogues and Discount Sheet



Fulton Rubber Type, Ink & Pad Co.

128-142 Fulton St., Elizabeth, N.J., U.S.A.

"ROB ROY"

PENS

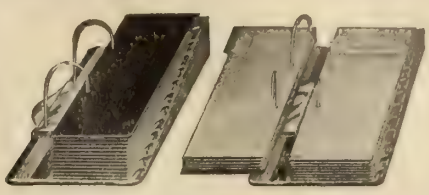
SOLD BY
ALL STATIONERS
in 6d., 1/- and
Gross
Boxes



This series of Pens is made of the same material, by the same tools, by the same process and at the same Works as the series of 'Waverley' Pens which Hinks, Wells & Co. have for 30 years and upwards (prior to Sept., 1901), manufactured for and supplied to the Proprietors thereof.

HINKS, WELLS & Co., Birmingham, Eng.

The Ledgerette Bill File



A small, loose-leaf ledger for petty and transient accounts. Indexed, easy, simple.

Ledgerette, with 500 statements "in blank," retails at $2.00; costs dealer $12.00 per dozen. Sample prepaid, $1.25. Write

W. R. ADAMS & CO., 40 W. CONGRESS ST., DETROIT. MICH. Sole Manufacturers.

THE WAVERLEY SERIES OF PENS

Imported by all the Leading Stationers

They come as a Boon and a Blessing to Men.
The Pickwick, the Owl and the Waverley Pen.

Dealers make money in stocking the ***"Boons*** and ***Blessings."*** They are popular Pens throughout Canada. They are advertised and they are asked for. They are irreproachable in quality and give satisfaction to customers. They are asked for again and again.

We make pens to suit every hand—turned-up, turned-down, indented, oblique, square and round points.

Sample Cards and Trade Price Lists sent by return mail.

MacNiven & Cameron, Limited
Waverley Works, EDINBURGH

THE MORDEN METALS

FOR

LOOSE-LEAF BOOKS, FILES & BINDERS

ARE MORE POPULAR THAN EVER.

OUR NEW PRICE LIST

On FLUSH METALS, Mounted with MORDEN Wide-Opening Rings, as given below, shows MARKED REDUCTIONS.

Length of Strip.	Sizes of Rings (Inside Dia.)				Length of Strip.	Sizes of Rings (Inside Dia.)			
	¼ ⅜ ½ ¾ & 1 in.	1¼	1½	2in.		¼ ⅜ ½ ¾ & 1 in.	1¼	1½	2in.
8 ins & Under	Per 100—$26	$30	$34	$44	16 ins. & under	Per 100—$36	$40	$44	$54
12 "	" $30	34	38	48	20 "	" 44	48	52	64

These prices apply to both stock and special sizes.

WRITE FOR DISCOUNTS.

Our 1-in. and 1¾-in. Rings for College Note-Books- Just the thing!

THE MORDEN MFG. CORPORATION, Waterbury, Conn., U.S.A.

TRADE R MARK

C. F. Rumpp & Sons

Established 1850

MANUFACTURERS OF

FINE LEATHER GOODS



Bridge Whist Sets

WRITING CASES, HAND BAGS, MUSIC ROLLS, PHOTO FRAMES, CIGAR CASES, POCKET FLASKS, etc., etc

PHILADELPHIA, U.S.A.

New York Salesroom : - - - 683 and 685 Broadway



Collar Rolls

CLARK BROS. & CO., LIMITED

WINNIPEG

NEWEST FICTION, BERLINER GRAMOPHONES, HOLIDAY PAPETERIES and TABLETS, PRINTERS' SUPPLIES

Most Complete Stock in Canada for Booksellers and Printers

CLARK BROS. & CO., LIMITED

WHOLESALE STATIONERS,

WINNIPEG, MAN.

THE RAPID PHOTO PRINTING CO.'S

Real Photograph Postcards

BROWN GLOSSY. Price 2d. each

Xmas Postcards
Greetings Flowers

Floral Greeting Postcards

Birthday Postcards



Celebrities

Children

Animals with humorous titles

"Cameo" Postcards Price 3d. each, or hand painted, price 4d. each.

RETURNED
Oct 12 1906
Ottawa
Book No. 56
Page No. 22
a.a.w.

Hand Painted Postcards, Price 3d. each

All the popular colors stocked, including our leading line

"CHINTZ"

Thousands of designs to select from.

Samples and Catalogue sent post free on receipt of Trade Card

WHOLESALE AND EXPORT—

The Rapid Photo Printing Co., Ltd.

WORKS—
Hampton Hill
Middlesex

4 AND 5 BRIDGEWATER SQUARE,
BARBICAN,
LONDON, E.C.

Agents for Canada—The Illustrated Postcard Co., Room 471 Temple Buildings, 185 St. James St. MONTREAL

PICTURE POST CARDS

THE LATEST OFFERINGS.

IN order to meet the requirements of the Christmas and New Year trade, Warwick Bros. & Rutter have imported some extremely attractive holiday cards in novel effects. In all there are 92 different styles of card.

Christmas bells, holly, Christmas trees, depictions of Santa Claus, etc., are the favorite subjects, and the treatment is almost as varied as the number of cards. First there is a series of holly and bells, embossed and hand-tinselled in gold and silver. Then there is a series of holly and bells in colors, with or without tinsel. the whole super-imposed on a gold background. Next is a set of Santa Claus and Christmas tree cards, with or without the tinsel effect, all embossed in colors. A series of twenty-four subjects, all typical Christmas pictures, have as their particular feature tinselled ice and snow effects. Five unique cards present Santa Claus in the embossed air-brush treatment, and in the same style are a number of 1907 cards in various tints.



Warwick Bros. & Rutter have also just put into stock some exquisite card creations in hand-colored silver bromide effects. There are 172 different subjects, mainly feminine and child studies. The coloring is very delicate and the cards are among the prettiest shown this season. They are made in Vienna.

ADAPTED TO CANADA.

BRITISH post card houses and fine art publishers continue to show increased interest in the Canadian market. H. Vertigern & Co., Guildhall Chambers, London, Eng., have several lines of cards adapted to the requirements of the Canadian trade. These are all of a very good standard of workmanship, and the designs are characterized by considerable originality. Their "Child Studies" are varied and much more natural than the general run of cards of this class. They are produced in real photo effect, and the prices are well within the reach of all. Another set, which has sold remarkably well in the Old Country, is the "Fisherman" series No. 5024. This is an amusing colored card, representing an angler under various conditions and set off with four lines of verse at the foot. Vertigern & Co. also handle the



"Oronotype" card. These are glossy surfaced cards in real photo effect, and hand-colored. In humorous cards, as well as flowers and fruit studies, they have a large selection.

Catalogue may be had upon request, if Bookseller and Stationer is mentioned.

POST CARD ALBUMS.

A HANDSOME catalogue and price list of post card albums has been issued by the Berlin Bookbindery, Wubben & Co., Berlin, Germany. Half-tone illustrations of each of the large range of albums are shown, giving an accurate reproduction of their artistic em-



bellishments. Three examples of the albums made by this firm are shown herewith. It would be worth while for every dealer in post cards and albums to send for this useful catalogue.

VALENTINE'S HOLIDAY LINES.

EVERYTHING is Christmas just now around the warehouses of Valentine & Son, Montreal. They are daily receiving and distributing to their hundreds of customers throughout Canada immense orders of picture post cards, Christmas booklets, etc. These include a series of beautiful studies, whilst the greetings are handsomely embossed in gold on each card in texts suitable to the season.

Another new, and what promises to be a popular seller, is the giant post card. This card is 7 x 9 inches, and quite heavy, though it passes easily through the mails with a two cent stamp. On each is a beautiful chromo, representing some famous places and scenes in the Old Country, including English cathedrals and other views.

Another interesting series illustrates the gathering of Canada's famous harvest in the Great Northwest, and still another depicts the busy fur traders of Northern Canada gathering and marketing their harvest. Their adertisement on another page of this issue enumerates a great variety of other lines which are of interest to the picture post card handler.

SEVERAL SELECT LINES.

FOR variety, both in subject and in treatment, Delittle, Fenwick & Co.'s post cards are attracting attention. A very artistic series is that of "Fishing Smacks at Sea," being actual photographic reproductions in green. Each card is an art gem. Another new and beautiful series is "Nature's Blooms," showing richly colored groups of flowers on a gold background.

"Rural Landscapes," "Rural Life" and "Country Cottages," are charming reproductions of water color sketches in out-of-the-way corners of England. Well chosen quotations add to the effect of these poetic sketches.

The series of "Hunting Costumes," arranged as panels on green background, designed by A. Greenbank, is exceptionally attractive, as is also the "Shepherdess" series in somewhat similar form. The interiors of historic London churches form the subjects of a richly colored set drawn by A. C. Payne.

Recent colored views of seaside resorts have also been added and the color work on all these cards, which is done entirely in Delittle, Fenwick & Co.'s own works, is most beautifully executed. Other lines of comic cards include a very humorous set of historical episodes and glimpses of domestic humor. The seaside "humoresques" can only be fully appreciated by those who have experienced holiday life in the popular seaside resorts of England.

BRITISH BAS-RELIEF CARDS.

WHATEVER may be the general opinion as to the stability of the ordinary post card business, there can be little doubt that a steady and considerable volume of business will always pass in such lines as have the great merit of originality on their side. It will be these cards that wholesale and retail post card dealers will hasten to stock, for the public hanker after originality.

Alliance Limited, 115 Newgate street, London, Eng., are sole proprietors of patents for Taber bas-relief cards. To this class of work they give their sole atten-

COLOURED VIEW POST CARDS

from your own Photographs.

FIRST-CLASS WORK **LOW PRICES**
CLEAN, SMART DETAIL **DELICATE COLOURS**

We produce best quality coloured view cards in Defco-chrome, Three-colour, Moonlight Style, etc., for many publishers, English and Colonial.

Will gladly quote you for any quantities—thousands or millions.

Special prices for full sheets (33 or 48 subjects). Write us your requirements, sending references, and we will quote and send samples.

HAVE YOU SEEN OUR ARTISTIC AND HUMOROUS SUBJECT CARDS?
If not, we will forward Full Price List and Best Terms for Quantities.

DELITTLE, FENWICK & CO.,

Dept. C.B.S., **YORK, ENGLAND**

Awarded First Class Diploma—the highest award given—at the Printing, Stationery and Allied Trades' Exhibition, London, 1906

Millar & Lang, Ltd.

ART PUBLISHERS

Glasgow, Scotland

and at

49 Queen Victoria Street, London, E.C.

Publishers of the Popular

"National" Series

of

Pictorial Postcards

Xmas and New Year Cards

BLANKS FOR

Private Xmas Cards

Etc., Etc.



We **SPECIALIZE** in reproducing Pictorial Postcards from Customers' own Photographs in our **Patent Gold Medal Color Process**

Best Workmanship — Moderate Prices

Quick Deliveries Orders executed in four weeks' time from receipt of photographs.

We are the largest publishers of Pictorial Postcards in Great Britain—Samples and prices on application

tion, and are consequently able to turn out work of exceptional merit.

Bas-relief effect is very charming. It adds greatly to the lifelike and natural appearance of the subject to which it is adapted, and gives to the cards that touch of uniqueness which goes far to attracting buyers. With perfect photographic and hand-color work, Alliance Limited are able to turn out cards that would do credit to any drawingroom.

Although their productions include a whole host of prominent society men and women, and local views without number, the card of which they are particularly proud is one of His Majesty King Edward VII. For this they were granted a special sitting, and naturally they expect it to prove a good seller in Canada.

It might be mentioned just here that Alliance Limited are able to put any subject, whether it be a person or a view, into bas-relief in any size, either in the ordinary photographic effect or hand-colored. All particulars of their bas-relief cards may be had from Warwick Bros. & Rutter, Limited, Toronto, on mentioning Bookseller and Stationer.

NOTES.

The Copp, Clark Co. have arranged packages of art greeting Christmas post cards, each package containing one hundred different cards, and selling at $1.50 a package.

The United States Post Office Department has at last issued an order allowing writing on the front side of picture post cards. This applies to cards entering as well as those leaving United States territory.

A new edition of the popular Canadian political cartoon post cards has been ordered by the Copp, Clark Co., Toronto. The first edition, which was a large one, was completely cleared out during the Summer months.

A popular series of cards is the Crinoline Girls, on sale with the Copp, Clark Co. These quaint old-fashioned children are shown in seven different poses, one for each day of the week. They are attractively colored and are said to be selling in large quantities.

Raphael, Tuck & Sons will shortly publish a very beautiful patriotic post card, the design of Arthur Tubbs, Winnipeg. It represents the British army and navy flags, defended by a British sailor and a lion, and will doubtless be very popular with collectors.

In regard to the reference made in the August issue of Bookseller and Stationer to the Rapid Photo Printing Co.'s exhibit at the Stationery and Allied Trades Exhibition, held in London, England, it was stated in error that the works of this house are situated at West Drayton. Of course the works from which this firm turns out its varied productions are at Hampton Hill, Middlesex, where considerable plant is erected.

Amongst post card publishers H. Lindley & Co., of Nottingham, England, are pushing ahead with many new designs of silverettes and colored comics. In the former series, many current events are quickly turned to account, and records are quickly offered to the public. The collotype department of this house is giving a good account of itself, and takes pride in quick deliveries of specially ordered cards from 12s. the thousand and upwards. Song post cards, illustrated by verse or chorus, and transparent cards, are published; also cards of famous cricketers, football players. In addition to these lines, Lindley & Co. have a range of chromos, sheet almanacs, and tear-off calendars, which are deservedly receiving a good deal of attention at present.

XMAS POST CARDS

We have just opened the first shipment of an entire **NEW** series of Christmas Post Cards. The designs include Holly, Mistletoe, Bells, Santa Claus, and Juvenile styles reproduced with embossed Snow, Ice, Tinselled and Gold effects and are the most exquisite range of Christmas Post Cards we have ever shown.

WRITE FOR SAMPLES NOW.

WARWICK BROS. & RUTTER, Limited

Publishers of Post Cards

TORONTO

H. LINDLEY & CO.

NOTTINGHAM, ENGLAND

are issuing Special Designs of

POSTCARDS IN **SILVERETTE COLOUR COLLOTYPE**

We specialize in up-to-date designs, and in reproducing the latest events of public interest.

LOCAL VIEWS

We print from customers' own photographs. Finest work guaranteed quickly and cheaply, from 12s. a 1,000.

COLORED COMICS

Innumerable designs. New numbers being constantly added. This is a strong series, and designs suitable

FOR THE COLONIAL MARKET

will shortly be added to our collection.

CALENDARS

of attractive design and varied range--well worth seeing — including a good range of patriotic designs.

WRITE FOR PARTICULARS

DON'T READ THIS

Artistic Elegant Beautiful

THE VERDICT OF ALL WHO SEE OUR COLLECTION OF PICTORIAL POST-CARDS. WRITE FOR OUR LIST.

H. VERTIGEN & CO.

1 GUILDHALL CHAMBERS, BASINGHALL STREET, LONDON, E.C.

Colour Printers to the Trade.

SOMETHING NEW DAILY!

ALWAYS UP-TO-DATE PRETTY SALEABLE

TRADE ONLY SUPPLIED

PICTURE POSTAL ALBUMS

THE VERY THING FOR COLLECTORS OF POST CARDS

JUST ARRIVED—A large and choice collection of beautiful Albums, containing from 100 to 1000 spaces for Picture Post Cards.

PRICES

Albums for 200 cards, each,	*$0.25*	*$0.75*	*$1.00*
" " 300 " "	*.50*	*.75*	*1.00*
" " 500 " "	*.75*	*1.00*	*2.00*

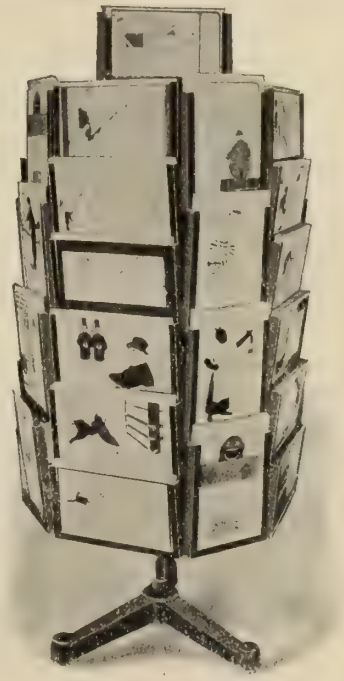
WE HAVE EVERYTHING IN PICTURE POSTALS AT ROCK BOTTOM PRICES.

The Illustrated Post Card Co.

185 St. James Street

MONTREAL

SPECIAL FOR CANADA



1000 High-Grade Comic Post Cards

50 Leather Cards

1 Octogon Metal Display Stand

FOR

$7.00

The Cards in this Assortment are of great quality and ready sellers. The entire proposition sells for $30.00, and you will have the Display Stand left. The Stand is made entirely of Metal, holds 1500 Cards and is 30 inches high

We make this proposition to introduce our goods in Canada, and offer you the best post card proposition that was ever made.

National Post Card Co., Medill Bldg., **Chicago, Ill.**

Imperial Series Postcards

To the Trade:

Write Quick for Samples and Prices.

WE LEAD IN

Black and White

Our Colored Cards

STAND ALONE

MONTREAL TORONTO QUEBEC
OTTAWA HISTORIC SPORTING
FISHING HUNTING
NORTHWEST SCENES

ALBUMS and **RACKS**

Always adding to our already well-assorted stock.

The Picture Postcard Co.

P.O. Box 334, OTTAWA, ONT.



Telegram Address
KUNSTMARKERT,
DRESDEN

ONLY FOR WHOLESALE DEALERS
AND POST CARD PUBLISHERS

MARKERT & SOHN

Graphic Art Works

DRESDEN—A. Wintergartenstr, 74

MANUFACTURE:

PICTURE POST CARDS

OF ALL PROCESSES

AS A SPECIALTY WE MAKE:

COLLOTYPE, COLOURED COLLOTYPE,
DOUBLE TONE GLAZED and
AUTOTYPE POST CARDS, ALBUMS

Ask for samples and quotations

Naval and Military Post Cards

Nothing sells better than the cards illustrating the

Famous British Battleships

and the

Leading British Regiments

The photos from which these cards are made were approved by naval and military authorities.

We publish also a number of other lines,

Army Life, Comics, Famous Pictures, &c.

$5.00 to $8.50 per 1,000. Write for particulars.

GALE & POLDEN, London and Aldershot

SMITH, BRIGGS & CO., 21 Richmond St. W., Toronto

Picture Made to order only according to instructions supplied.

Specialties:
Modern Heliotype styles, plain and coloured.

Post Very fine make. First class Goods only.

Well known for efficiency and high-class workmanship.

Cards

Otto Leder

Meissen 19 Saxony

Picture Post Card Manufacturer.

WHOLESALE EXPORT

THE PRIDE OF THE HOMELAND

IS

Note Name
Ferd.
Anthony
Horle & Co.,

The 

Series

Note Address
Cardinal House
St.Johns'sLane,E.C.
London, Eng.

REG. TRADE MARK

OF

Pictorial Postcards, Postcard Albums, Writing Papers, Wrappings, Ivory Boards, Enamel Boards, Visiting Cards, Envelopes, Etc.

Write for Samples. You cannot do without.

W. NEUMANN & CO., Wasserthorstrasse 42, Berlin, S. 42

High-class Collotype Printers

SPECIALTY: *Collotype Postcards* TO ORDER

Hand-coloured Collotype Cards
Double-tone Collotype Cards
Glossy Collotype Cards
Photochrom Collotype Cards

ALL KINDS OF VIEW-ALBUMS AND SAMPLE SHEETS

CHEAPEST PRICES. ***WHOLESALE AND EXPORT ONLY***

The Busy Man's Magazine

The Cream of the World's Magazines
Reproduced for Busy People.

$2.00 per Year

The MacLean Publishing Co., Limited

Montreal Toronto Winnipeg

The most popular pens are

ESTERBROOK'S

MADE IN ALL STYLES

Fine Points, A1, 128, 333
Business, 048, 14, 130.
Broad Points, 312, 313, 314.
Turned-up Points, 477, 531, 1876.

CANADIAN AGENTS:

THE **BROWN BROS.**, LIMITED
TORONTO.

Post Card Albums

We have on hand for immediate delivery a large assortment of well bound linen covered albums, with artistic cover designs in assorted colors.

The following is an especially good selling line.

Albums for	100	Cards,	$2.00	per doz.	Net
"	200	"	3.50	"	"
"	300	"	5.25	"	"
"	500	"	9.00	"	"

For import, 12 doz. or more each line, we allow 10% reduction. Place your order for the Christmas trade now with us.

Prices for more expensive albums on application.

Write for our Catalogue of Souvenir Postal Cards

Montreal Import Co.

P.O.B. 696. 17 St. John St. MONTREAL

PERFECT PICTURE POST CARDS
MACFARLANE'S

EXTENSIVE RANGE OF THE MOST POPULAR LINES

TROILENE POST CARDS

Made from Original Oils. Three sets, 10 Cards in set: Primitive Transportation in the West, Indians, Ranching. Best selling line we have shown this season. $15.00 per 1,000.

ALL-CANADA POST CARDS

A strong line. Beautifully Colored. Covers all Canada. In Cabinet. $11.00 per 1,000; 2,000, $21.00.

FANCY POST CARDS

Fancy Cards are no longer an uncertainty; they are sellers, and we have them in great variety. Floral Tinselled (decided favorites), about fifty subjects $17.00, $18.00, $19.00 per 1,000.

LEATHER POST CARDS

Bigger demand every day. Our lines are unexcelled. Correct size for cushion covers. Stamped, $3.75; with name of town, $4.00; burned, $5.00; burned and colored, $5.50.

THESE ARE ALL BIG SELLERS

Birthday and Greeting Cards. $8.00 to $15.00 per 1,000.
Baby Farm and Love Series. $10.00 to $12.00 per 1,000.
Beautiful Figure, Landscape, Floral and Fancy. $12.00 to $15.00
Metalized and Cloth. $25.00 per 1,000.
Hand Painted Floral. $36.00 per 1,000.
American Comics, $ 5.00; Jordan Comics, $12.00 per 1,000.
Poster Comics and Fancy. $12.00 per 1,000.
Bamforth Glossy, $3.00 per 100; Ray Glossy, $2.00 per 100.
Actresses, in many varieties of subjects. $3.00 per 100 up.

CONTRACT POST CARDS

This is the time to do it. Send your photos now. We can furnish you Colored Cards at $10 per M., or Black and White at $8 per M. European manufacture.

POST CARD ALBUMS

From $2.00 per dozen to $36.00 per dozen. These Albums are from the best makers.

Racks for Post Cards

At $3.50 we have the best value in the market. It holds 2,000 cards and displays 72. At $8.00 we have a Rack that holds 4,000 cards and displays 140. It's a beauty.

Send for our Catalogue.

W. G. MacFarlane, Canada's Greatest Post Card House Toronto

60-62 FRONT STREET WEST

PREPARING FOR THE SHOW.

THE Fifth National Business Show, which opens on the twenty-seventh of this month, at Madison Square Garden, New York, will be the greatest commercial exposition ever held in that or any other city. In its scope, which has become international; in its number of exhibits, which is so great that it has been found necessary to enlarge the space area of the immense Garden to accommodate exhibitors, and in the wonderful enthusiasm displayed by manufacturers, dealers and business firms generally, it is absolutely unsurpassed. Every available space has already been alloted, and still the applications come in daily to the offices of Messrs. Cochrane & Payne, the managers.

Stationers and all interested in the allied trades have made so strenuous an effort to "grab" the show.

Everything that looks toward the comfort, amusement, education, general information and pleasure of both exhibitors and visitors has already been arranged down to the most minute detail by the managers, and there is no reason why the Fifth National Business Show should not go down in business world history as the greatest and most satisfactory and wonderful of all shows of its kind.

NEW CANADIAN INK.

THE Canadian Ink Co., with headquarters at 37 Wellington street, Montreal, is the name of a young Canadian concern which, during an existence of a little over six months, has built up a very encouraging trade. The firm is putting on the market, under the name of the Imperial Brand, a remarkably

RETURNED
Oct 11/06
Montreal
56
20
a.a.w.



SELLING FORCE OF THE L. E. WATERMAN COMPANY OF CANADA LIMITED, INCLUDING REPRESENTATIVES OF THE NEW YORK COMPANY.

Front Row—W. E. Smith, E. B. Clark, L. E. Waterman, J. B. Tukey, I. M. Keys. Back Row—F. S. Waterman, E. J. Kastner, J. N. Marley, M. O'Connell, T. C. Keys, W. J. Chaplin, H. H. Hebb, C. W. McDermott, W. H. Kernan, C. A. Crist.

as the expression goes, that the prospect is that the stationery exhibits as a whole will attract more attention and be more attractive in appearance than any other exhibits.

There will be many conventions and meetings held during the week of the Fifth National Business Show, the most important of which will probably be that of the New York Boost Club of Stationers, on Wednesday, October 31st, and the National Association of Manufacturers, the largest organization of its kind in the world. The post card exhibits and the exhibits of the dealers in office furniture—in which stationers are taking this year a greater interest than ever—will add to the interest in the general exhibits of the stationers.

Lectures by the most prominent men and women in all lines of manufacture and trade will be delivered nightly in the beautiful concert hall of the Garden, on subjects calculated to prove both interesting and educational.

good writing fluid guaranteed not to corrode nor thicken. The ink is manufactured from a valuable formula secured by the firm and of which they have exclusive use. They have already been able to introduce the ink among a number of large corporations, including the Canadian Pacific Railway, and prominent banks and insurance offices. The ink is also put up in small bottles for domestic use, and stationers handling same have the guarantee of satisfied customers, whilst the fact of it being made in Canada allows of its selling at a price which defies competition.

Salesmen of Waterman's Ideal Fountain Pen, as shown in the illustration published on this page, represent the L. E. Waterman Company of Canada, including members of the New York sales force. The photograph was taken at the recent meeting of the American stationers in New York.

RETURNED
Nov/20/04
to Author
Cut Book No. 57
Page No. 77

WALL PAPER

ALL IN A NAME.

"WE would like to have you look over our new wall papers," writes the merchant in his ad. The public sees it and takes the usual mild interest. Perhaps it suggests a purchase along the ordinary line, but does it do any more? The chances are strongly against.

Would the effect be different if the word "decorations" was substituted for "papers?" Try it in your ad, and carry out the idea in your store. Dwell upon the exquisite decorative qualities of your papers, and see what new interest you can arouse. Introduce the artistic spirit into your salesmanship as much as possible, and you'll get results.

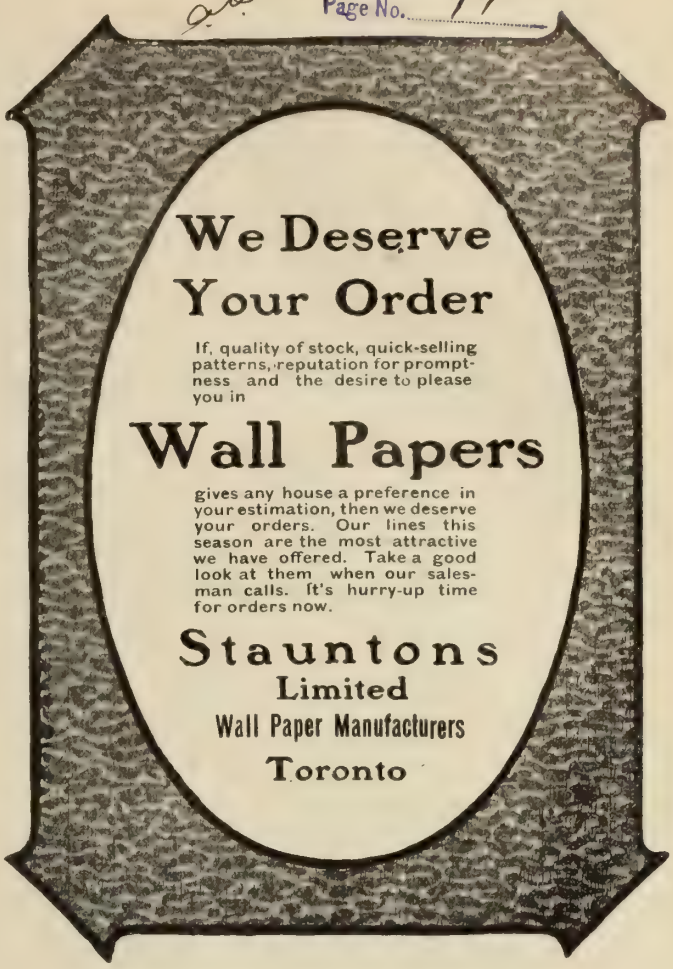
LOOK AT BETTER SAMPLES FIRST.

IT may not have occurred to you, but it is a fact, nevertheless, that the greater number of dealers go about the selection of their wall papers in a way that militates against the finest results. They start in on the cheap papers, and after intently studying them, are really in no condition to intelligently pick from the better grades. The eye is tired and color combinations do not appeal as they would if the buyer were fresh. The consequence is that lines are often stocked that should have been passed over, and others entirely suitable are missed. Try buying your better grade papers first. They are the ones on which you should naturally exercise most care; the cheaper papers will sell themselves generally, and at any rate, you had better give the others precedence in examining.

A LINE OFTEN NEGLECTED.

IN the majority of smaller general stores throughout the country there is great need of improvement in the mode of handling wall paper. Too often the department is stocked without mature thought, and the display of attractive lines and the cultivation of appropriate policy in salesmanship are neglected. If the papers are simply piled up on the shelves with no attractive feature visible but the common little sample cards, how can the best results be secured? Couple this condition with the offices of a clerk who will automatically and without appreciative enthusiasm pull down and show the different papers, and put them back again without saying anything stronger or more impressive than "Now, here's a pretty thing," or "How does that suit you."

It is seldom a difficult undertaking to put new life into the wall paper department. After the stock is in classify it according to the different uses for which you will recommend it, and then infuse the proper spirit into the clerk in charge. Do not be backward about making displays and changing them often. You need not attempt any elaborate arrangement in these; what you want primarily is to have the most effective colors and patterns in your line taken from the shelves, and placed so that they can get a chance to attract.



PERSONAL MENTION.

Mr. Henry B. Rorke, traveler for the Copeland-Chatterson Co., Limited, has been moved from Montreal to Hamilton.

Mr. A. H. Stratton, the Peterboro bookseller, is home from his trip to Europe. He reports having had an enjoyable time.

Bookseller and Stationer's office had a pleasant call last month from Mr. D. J. Young, of Calgary. Mr. Young reports business in the west to be booming.

Osborne Bros., booksellers and stationers, Calgary, have removed from their former location in the Herald block to 109 Eighth avenue west, opposite the Ashdown Hardware Co.'s store.

Mr. Leamon, of Dicks & Co., St. Johns, Nfld., has returned home from an extensive trip through the wholesale centres of Canada and the United States, where he made extensive purchases.

Mr. Clayton C. Weese, who has been covering Eastern Ontario in the interests of the Rival Fountain Pen Co., of New York, has joined the traveling staff of Buntin, Gillies & Co., Limited, Hamilton, and will represent his new firm in the same territory.

The Rev W. S. Crockett, not the author of "The Sticket Minister," but of those charming descriptive books "The Scott Country," and "Highlands and Islands of Scotland," published in this country by the Macmillan Co., of Toronto, is to spend the Autumn in Canada where he will deliver a number of lectures.

PAYSON'S INDELIBLE INK



Trade supplied by all Leading Wholesale Drug Houses in the Dominion.

Received Highest Award Medal and Diploma at Centennial, Philadelphia, 1876; World's Fair, Chicago, 1893, and Province of Quebec Exposition, Montreal, 1897.

Standard Commercial Works.

Matte's Interest Tables,
At 4, 5, 6, 7, 8, 9 and 10 per cent. per annum, by NAPOLEON MATTE. 5th Edition. Price, $3.00.

Matte's Three Per Cent. Interest Tables,
By the same author. On fine toned paper and strongly bound. Price, $3.00.

Hughes' Interest Tables and Book of Days combined,
At 3, 3½ 4, 5, 5½, 6, 7 and 8 per cent. per annum By CHARLES M. C. HUGHES. rice, $5.00.

Hughes' Supplementary Interest Tables,
Comprising a Special Interest Table for daily ballances, showing interest for one thousand days on any amount, rates from ¼ per cent. to 3¼ per cent., inclusive. Also a table showing interest for one thousand days at 5 per cent., by means of which (in connection with Comparative Tables), interest for one thousand days can be obtained at any rate from ⅛ per cent. to 10 per cent., inclusive, and COMPARATIVE INTEREST TABLES for obtaining interest on any rate from ⅛ per cent. to 10 per cent., inclusive, on the basis of 365 days to the year in ⅛ per cent. rates. By CHARLES M. C. HUGHES. Price, $2.00

Hughes' Interest Tables,
At 6 and 7 per cent. per annum (on the basis of 365 days to the year), for one, two, three and four months and days of grace; for use in Discounting and Renewing Promissory Notes. By CHARLES M. C. HUGHES (on folded card, 14¼ x 9½) strongly bound. Price, $1.00.

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SCRIBNER pictures, especially the favorite child study, "Nobody Loves Me," are selling well, according to the report of the Canadian agents, The Copp, Clark Co. The publishers claim that over 7,000 of "Nobody Loves Me" have already been disposed of.

During the Fall months the football picture should



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IN E. P. Dutton's 1906 list of calendars and wall cards there are to be found several hundred different numbers, ranging in price from 10c. each to $2.50 each. The work throughout is of a uniform standard of excellence and the cheap calendar possesses a quality and distinction just as much as the more expensive one.

At $1.50 two outstanding numbers are "A Calendar of Sonnets" and "Thoughts from Master Minds." The former has six leaves, the latter four. Both are exquisite examples of the artist's skill.

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twelve leaves and cover, each with a beautiful conventional design. "The Four Seasons" is typical of the $1 series. It depicts four female figures in rich colors and is a highly ornamental number. At $1, also, is the amusing "Don't" calendar. Another choice dollar calendar is "Life's Duties," giving illuminated quotations from celebrated writers.

The sixty-cent line is mainly composed of novelties. Thus the "Christmas Bell," when opened, represents a bell covered with holly. The "Little Darkies" is cut in the form of a timbrel. The "Year's Greetings" shows a turkey and the "Lily" depicts that pretty flower.

"The Sands of Time" is a booklet calendar and "The Silver Lining" a choice picture calendar, both of which are listed at 50c.

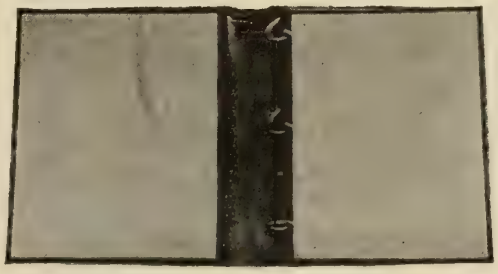
All these calendars from 50c. up are boxed. The 15c. and 25c. calendars are enclosed in envelopes to fit.

The series of block calendars ranges in price from 20c. to 50c., and includes "Shakespeare," "Tennyson," "Henry Drummond," "Phillips Brooks," "Longfellow" and others.

Wall cards in cardboard cases are included. These are priced at 15, 35 and 50c., and may also be obtained in passe-partout.

THE MORDEN METALS.

IN this number readers of Bookseller and Stationer are introduced to the Morden Mfg. Corporation, of Waterbury, Conn., manufacturers of the Morden metals for loose-leaf books, files and binders. The demand for metal sets of special lengths and sizes has been



MORDEN METALS.

so great that they have greatly improved their facilities for the manufacture of these goods, and having thus specially equipped themselves for this class of work, have decided to give their customers the benefit of new prices. One special feature of this change is prominently brought to notice by charging the same price for special as for stock sizes in flush metal sets.

Besides the goods listed they are causing much favorable comment by the construction of practical rings for students and college note books. These are made in 1 inch and 1 3-8 inch sizes, inside diameter. They have besides eight other sizes of rings ranging in size from 1-4 inch to 2 inches, also six sizes of oblong or arch rings, the largest being 6 inches high. Their 1-1 inch rings, recently added to their line, when mounted on their flush metals for binders, makes the most practical thin book manufactured. This concern has many other valuable devices which will be advertised from time to time in the pages of the Bookseller and Stationer. They offer liberal discounts to the trade.

The Century has been running some very choice covers of late. The harvest scene which graces the cover of the October number is a very soft treatment of a timely subject.

A winding up order has been granted to Johnston's, Limited, Toronto, dealers in talking machines. N. L. Martin is the provisional liquidator.

SHOW CARD WRITING

BY CRAFTSMAN.

(Continued from September Number.)

IF an error be made in spelling and the card is white, take a steel ink eraser and carefully scrape off the lettering, removing a little at a time and keeping above the surface of the card. When all the color is removed, rub smooth with a very fine piece of sandpaper, then burnish the spot with your thumb-nail and write the word correctly.

If the error is made on a tinted card, such as green, heliotrope, etc., the surface that has been erased must first be painted over with water-color to match it as closely as possible, then re-letter.

If a card has a glazed surface, waterproof, like black or maroon, it is only necessary to wet the lettering and wipe it off with a damp rag. This may occupy some time if the paint is dry, but the surface of the card will be ready to receive the correction. If an alteration is to be made on a black card with a dull surface, the lettering should be carefully scraped off and the card painted black when scraped, and re-lettered when thoroughly dry.

It must be remembered that corrections on cards are more easily noticed than when made on paper, and should therefore be avoided as much as possible.



ILLUSTRATION No. 1.

For removing pencil marks and soiled spots dip your sponge rubber into powdered pumice stone, using a slight quantity and considerable pressure while rubbing, except when gliding over the lettering. A rag, camel hair brush or feather duster should then be used to free the card from dust.

Block Letter "Capitals.

Block letters should always be carefully outlined, so that after they are filled in the edges will be as nearly even as possible. We have purposely refrained from making any corrections of imperfections in these designs, and the engravings show every stroke of the artist's brush without allowing the engraver to embellish any part of the work. Wherever there are coarse black lines the artist repeated his strokes. The blotches in the centre of letters, like A, B, D, E, L, U and V, were made to free the brush from surplus paint. The finished filled-in letters underneath those outlined offer an opportunity for comparison, which will prove valuable to the student.

With a soft pencil first outline the letters, not making the marks too heavy. Make the lines according to the arrows and numbers. Leave the same 1½ inch space between each letter on all sides. This will give you an opportunity to clearly see the comparative difference in their widths, and in this manner you will gradually know how wide to make them without taking any measurements.

The untrained eye is very apt to be deceived. Look at the letter A in this alphabet. Would you have known, without measuring, that its widest part is wider than any portion of the letter R? Certainly not! We have sometimes disputed the necessity of making the centre line of the H and the bottom of the L as long as is the present custom with nine out of ten card-writers. Must we therefore adhere to old set rules?

Proportion.

As a matter of fact, only a few letters in the alphabet are proportioned exactly alike, and it is difficult to give a definite size for each. We can group them, however, so that the learner may approximate their relative sizes without being troubled with too many measurements. For show-card work, which should always be done quickly, we merely rule lines for the height of the letters. The letter I being the narrowest in width, we can gauge the others approximately, using one inch as a basis of measurement. Comparative width of capitals: 1 inch, I; 2 inches, J; 2¼ inches, E, F, H, L, N, P, S, T, U, V, Z; 2½ inches, A, B, C, D, G, K, O, Q, R, X, Y; 3 inches, M; 3¼ inches, W. Comparative width of lower base (small) letters: ¼ inch, i, l; ⅜ inch, j, r, s; ½ inch f, t; ⅝ inch, a, b, c, d, e, g, h, k, n, o, p, q, u, v, x, y; ⅞ inch, w; 1 inch, m.

After you have written and filled in the first alphabet, repeat the same work without any copy. Then correct your errors. In this way you will soon learn the exact shape of each letter and its proportions. You should practice each alphabet in this manner.*

You should now try to write words, ruling only two lines for the height of the letters. Try the word "cashier." Indicate the word in faint single stroke lead pencil marks, being sure to space the letters properly according to their widths, and then letter them with your brush. Examine some good card work in the magazines; the examples will guide you in the assembling of letters. Now try two or three words on a line. Try words with both capital and lower case letters.

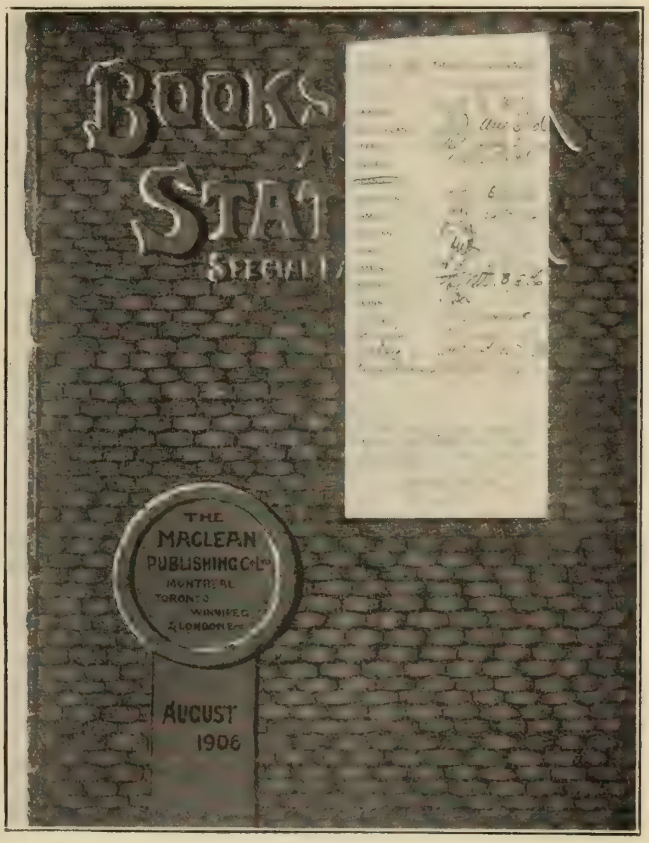
Now we are ready to write a card.

* Illustrations of the lower case (small letter) alphabet and of the numerals will be given in next issue.

DEALERS' DEVICES

A Montreal Merchant's Scheme.

ON previous occasions Bookseller and Stationer has referred to the advantages to be derived by merchants from circulating trade journals among their clerks and office staffs. It remains, however, for Charles F. Dawson, the Montreal bookseller and stationer, to demonstrate a practical system, by which this purpose can be accomplished with facility. The illustration shows, better than words can describe it, the general scheme. A printed slip bearing the names of the various persons entitled to read the journal, and with spaces for jotting down initials and date, is prepared and pasted



Reader's Slip in Use

on the cover of the journal as soon as it is received. When Mr. Dawson finishes with the paper, he initials it, dates it and passes it on to the next person in order, who follows the same course. By this means everybody sees the paper.

Systematic Labelling.

William Tyrrell & Co., Toronto, have recently completed a systematic labelling of all their book shelves. A metal device fits over the shelf and into it can be inserted a printed slip bearing the classification of the books on the shelf. Thus a customer looking over the stock of books in search of a work of biography, need only look at the shelves labelled "Biography," and is thus saved the trouble of examining the books on all the shelves. The classification has been made very complete and the neat labels add rather than detract from the appearance of the shelves.

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As You Like it. Shakespeare. Edited with notes by J. F. Van Every, B.A. Book. Morang & Co., Limited, Toronto.

Memorial Card. Card. George Brown, Toronto.

Annapolis Basin. Photo No. 3. Ralph N. Harris, Bear River, Nova Scotia.

D. A. R. Bluenose. Photo No. 4. Ralph N. Harris, Bear River, Nova Scotia.

B. R. Bridge. Photo No. 6. Ralph N. Harris, Bear River, Nova Scotia.

New First Latin Reader. By John Henderson, M.A., and R. A. Little, B.A. Book. The Copp, Clark Co., Limited, Toronto.

I'm Going Right Back to Chicago. Song. Words by Harry Williams. Music by Egbert Van Alstyne. Jerome H. Remick & Co., New York.

Two Little Sailor Boys. Song. Words by Edward Madden. Music by Dolly Jardon. Jerome H. Remick & Co., New York.

Sally. Song. Words by Harry Williams. Music by Egbert Van Alstyne. Jerome H. Remick & Co., New York.

Toronto from the top of the Traders Bank Building. Photo. Wm. T. Freeland, Toronto.

Comptabilite Agricole et Domestique. Pan. Prof. O. E. Dallaire. Livre. La Compagnie J. A. Langlais & Fils, Quebec.

Nelson, British Columbia. Photo. Allan M. C. Lean, Nelson, British Columbia.

Tennyson—Select Poems. Literature, 1907. Edited with Introduction and Notes, by W. J. Alexander, Ph.D. Book. The Copp, Clark Co., Limited, Toronto.

Elevations Poetiques. Volume I. Par l'Abbe F. X. Burque. L'Abbe F. X. Burque, Quebec.

A Scheme for Qualitative Analysis, Part I, Inorganic. Chart. Julian Leo Kendall, Morden, Manitoba.

Viamede Stony Lake. Photo. Robert M. Roy, Peterborough.

Ontario Digest, 1901-1905. Volume V. Compiled by Edwin Bell, LL.B. The Law Society of Upper Canada, Toronto.

Keep On Praying. Male Quartette. Words by F. W. Vandersloot. Music by Mabel F. Gohl. Arranged by Lee Orean Smith. Vandersloot Music Publishing Co., Williamsport, Pennsylvania.

I'm Wise. Song. Words by Harry Williams. Music by Egbert Van Alstyne. Jerome H. Remick & Co., New York.

Breath of the Rose. Waltz. By Nellie M. Stoves. Jerome H. Remick & Co., New York.

Poems of Alfred Tennyson. Edited with Introduction and Notes, by Frederick Henry Sykes, M.A., Ph.D. W. J. Gage & Co., Limited, Toronto.

Montreal Hunt Map of the Island of Montreal and District. Map. Chas. S. J. Phillips, Montreal.

Shakespeare's Julius Caesar. Edited with Notes. By F. C. Colbeck, B.A. Morang & Co., Limited, Toronto.

The Lover's Walk, Woodrowe, Lake Huron, Sarnia. Photo. J. S. Thom, Sarnia.

The Coming of Spring, Mouth of St. Clair. Photo. J. S. Thom, Sarnia.

Six Months in Europe and the Orient. By James Carter. Book. James Carter, St. Johns, Newfoundland.

Greenwood-Phoenix. Photo. Duncan C. McRae, Greenwood, British Columbia.

Prisoners. By Mary Cholmondeley. Book. The Copp, Clark Co., Limited, Toronto.

Canadian Criminal Cases. Volume X. Annotated. Edited by W. J. Tremeear. R. R. Cromarty, Toronto.

Anybody But You. Song. Words and Music by Jean C. Havez. Lew Dockstader, New York.

Com Now ! Skiddoo ! Skiddoo ! Skiddoo ! March and Two-Step. Words and Music by Frederic Zeigen. Metropolitan Publishing Co., Detroit, Michigan.

Floor Plans of an Apartment House. No. 1. No. 2. Merrill's Finance Co., Vancouver, British Columbia.

The Public School Arithmetic and Mensuration. Revised edition. Canada Publishing Co., Limited, Toronto.

Down in the Everglade. Song. Words by Harry Williams. Music by Egbert Van Alstyne. Jerome H. Remick & Co., New York.

Course of Primary Geography. By Maria Anna Charron. Book. Maria Anna Charron, Ottawa.

Black River Schute. Photo. M. E. O'Gorman, Pembroke, Ont.

Black River Falls. Photo. M. E. O'Gorman, Pembroke, Ont.

Steamer as seen from Petewawa. Photo. M. E. O'Gorman, Pembroke, Ont.

The Wondrous Cross. Sacred Song. Words by Isaac Watts. Music by John Adamson. Whaley, Royce & Co., Limited, Toronto.

The Last West. By Anson A. Gard. Book. Anson A. Gard, Ottawa.

Jane Cable. By George Barr McCutcheon. Illustrations in color by Harrison Fisher. Book. William Briggs, Toronto.

Grammaire Elementaire. Par E. Robert, C.S.V. Livre. Clercs de Saint-Viateur, Saint-Louis, Mile End, Montreal.

Nouvelle Grammaire Complete. Par E. Robert, C.S.V. Livre. Clercs de Saint-Viateur, Saint-Louis, Mile End, Montreal.

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Pembroke from Allumette Island. Photo. M. E. O'Gorman, Pembroke.

The Toronto Civic Song. Song. Words by W. H.

Adams. Music by J. Agar Stokes. William Harry Adams, Norwood, Ont. Taking a Wise Step. Book. Henry W. Tisdall, Toronto.

Figure Reading; or, Rapidity in the Simple Rules. By P. McIntosh. Book. P. McIntosh, Toronto.

A Typical Canadian Winter Scene. Post card. Alfred W. Bell, Montreal.

Manuel de Droit Commercial. Par Mathieu A. Bernard. Deuxieme Edition. Entierement revisee et corrigee par J. E. St. Cyr, avocat, Wilfrid John Wilson et Theophile Lafleur, Montreal.

Baby Blue. Song. Words by S. N. Walton. Music by John G. Lowitz. Jerome H. Remick & Co., N.Y.

In the Van; or, the Builders. By Price-Brown. Eric Bohn. Illustrated by F. H. Brigden, O.S.A. Book. Price-Brown, Toronto.

The New Cook Book. By the Ladies of Toronto and other Cities and Towns. Edited by Grace E. Denison. The Rose Publishing Co., Toronto.

Maple Land, a Song of Canada. Song. Words by Victor Lauriston. Music by George Hahn. Victor Lauriston, Chatham.

The Songs of the Gods. Poem. Published in "The Canadian Graphic," Toronto, Ont. Temporary copyright. Captain Robert C. Cockerill, Toronto.

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5. "The Fighting Chance," by Robert W. Chambers. McLeod.
6. "Divine Fire," by May Sinclair. McLeod.

CALGARY.

1. "Tides of Barnegat" by F. H. Smith. McLeod.
2. "The Spoilers," by Rex E. Beach. Poole.
3. "Jane Cable," by G. B. McCutcheon. Briggs.
4. "Treasure of Heaven," by Marie Corelli. Briggs.
5. "Coniston," by Winston Churchill. Macmillan.
6. "The Jungle," by Upton Sinclair. McLeod.

CHARLOTTETOWN.

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2. "The Jungle," by Upton Sinclair. McLeod.
3. "The Treasure of Heaven," by Marie Corelli. Briggs.
4. "Jane Cable." By G. B. McCutcheon. Briggs.
5. "Made in His Image," by Guy Thorne. Copp.
6. "The Subjection of Isabel Carnaby," by E. T. Fowler. Briggs.

GUELPH.

1. "Jane Cable," by G. B. McCutcheon. Briggs.
2. "Treasure of Heaven," by Marie Corelli. Briggs.
3. "Coniston," by Winston Churchill. Macmillan.
4. "Lady Baltimore," by Owen Wister. Macmillan.
5. "Prisoners," by Mary Cholmondeley. Copp.
6. "Fenwick's Career," by Mrs. Ward. Briggs.

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3. "Tides of Barnegat," by F. H. Smith. McLeod.
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5. "Awakening of Helena Ritchie," By M. Deland. Pool.
6. "Alton of Somasco," by Harold Bindloss. McLeod.

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5. "Jane Cable," by G. B. McCutcheon. Briggs.
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3. "Subjection of Isabel Carnaby," by E. T. Fowler. Briggs.
4. "Colonel of the Red Hussars," by J. R. Scott. Montreal News Company.
5. 'Duncan Polite," by Marian Keith. Westminster.
6. "St. Cuthbert's," by R. E. Knowles. Revell.

ST. CATHARINES.

1. "The Fighting Chance," by R. W. Chambers. McLeod.
2. "The Jungle," by Upton Sinclair. McLeod.
3. "The Subjection of Isabel Carnaby," by E. T. Fowler. Briggs.
4. "Treasure of Heaven," by Marie Corelli. Briggs.
5. "Coniston," by Winston Churchill. Macmillan.
6. "Fenwick's Career," by Mrs. Ward. Briggs.

ST. JOHN.

1. "Coniston," by Winston Churchill. Macmillan.
2. "Treasure of Heaven," by Marie Corelli. Briggs.
3. "Colonel of the Red Hussars," by J. R. Scott. Montreal News Company.
4. "Jane Cable," by G. B. McCutcheon. Briggs.
5. "Mr. Wingrave, Millionaire," by E. P. Oppenheim. Copp.
6. "Hearts and Creeds," by Anna C. Ray. Montreal News Co.

STRATFORD.

1. "Jane Cable," by G. B. McCutcheon. Briggs.
2. "The Roosevelt Bears," by S. Eaton. Briggs.
3. "Treasure of Heaven," by Marie Corelli. Briggs.
4. "The Lady Evelyn," by Max Pemberton.
5. "Doctor Gordon."
6. "A Motor-Car Divorce," by L. C. Hale. Briggs.

TORONTO.

1. "Awakening of Helena Ritchie," by M. Deland. Poole.
2. "Coniston," by Winston Churchill. Macmillan.
3. "Treasure of Heaven," by Marie Corelli. Briggs.
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THE IDLE MOMENT

A TRAVELING salesman arrived at home about three in the morning to discover that his wife had given birth to triplets. He was delighted almost beyond control of himself.

"My," he said, "I must go right in and wake up Dooley!" Dooley was his next door neighbor and a dog fancier. He pulled Dooley out of bed, got him to hurry on his clothes, brought him in about half awake, and stood him before the triplets.

"Aren't they dandies?" he asked.

Dooley gazed at them in a semi-awakened state and, still rubbing the sleep from his eyes, replied:

"Yes; they're all right. I think if I were you I would keep that one in the middle."

* * *

"George," said his wife, "I want you to discharge that office boy of yours. Six times when I tried to call you up by 'phone to-day he told me you were out and



HEREDITY AGAIN!

Nurse: He gets on beautiful sir. He takes after you sir, he does. He's got your eyes exact, and he do take to his bottle so.

—Windsor.

then snapped me off before I could ask where you had gone or when you would be back."

Yet he went next day and gave the office boy a raise of $3 a week. Such are the ways of men.

* * *

Quite near a second-hand book shop on the west side is a saloon.

They bear no relation to each other beyond contiguity.

The other evening the proprietor of the book shop stood in his doorway looking across toward the saloon. Business appeared to be good there. In the book shop was never a customer. The book man sighed.

"Look on that picture, then on this," he said to a friend standing with him. "Here one may commune with the greatest of the world in thought and action, while over there"—and he shook his head sadly.

"It's merely the difference between literature and liquorature," responded the friend.

Then they crossed over to cheer up a bit.

Customer—I would like a copy of the Christmas number of Pushup's Magazine.

Newsdealer—I am sorry, sir; but the Christmas number was sold out some months ago; but the Easter number is just in.

CONDENSED OR "WANT" ADVERTISEMENTS.

Advertisements under this heading, 2c. a word first insertion; 1c. a word each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittance to cover cost ***must*** accompany all advertisements. ***In no case*** can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

MISCELLANEOUS.

WANTED — Drug clerk—with at least two years experience; minor graduate preferred; state experience, qualifications and salary required. Chas. F. Hasselfield, Deloraine, Man.

BOOK, stationery and fancy goods business in a growing town; stock about $2,500, well assorted; price easy and terms to suit; a good chance to secure an established and profitable business; investigation solicited. Address, Box 721 Forest, Ont.

SALESMAN—For books, stationery, wall paper; give references state salary wanted. Apply Cloke and Son, Hamilton, Ont.

IF you have any remains of books, or odd lines, on your shelves clear them out; an ad. in BOOKSELLER AND STATIONER condensed column will assist.

BOOKSELLERS AND STATIONERS who need assistance should use these columns; BOOKSELLER AND STATIONER is read by all the bright clerks in the trade.

IF you want to sell your business advertise it in BOOKSELLER AND STATIONER, it reaches those to whom you want to appeal.

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Owing to our rapidly growing trade, and the constant increase we are making in our travelling staff, and due to the fact that we have found it more satisfactory to educate our own travellers, we wish to have on fyle applications from bright young lads from sixteen to eighteen years of age, willing to work and ambitious to learn the stationery business. Those with some experience preferred.

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Baker's Book Shop, Birmingham, Eng.
Bell, Geo., & Sons, London, Eng.
Blackie & Co., Glasgow, Scotland.
Briggs, William, Toronto.
Chambers, W. & R., Ltd., Edinburgh, Scot.
Clark Bros., Winnipeg, Man.
Copp, Clark Co., Toronto.
Crosby Lockwood & Co., London, Eng.
Frowde, Henry, Toronto.
Gale & Polden, Ltd., London and Aldershot, Eng.
Heinemann, William, London, Eng.
Iliffe & Sons, Limited, London, Eng.
Macmillan Co. of Canada, Limited.
Morton, Phillips & Co., Montreal.
Musson Book Co., Toronto.
Oliphant, Anderson & Ferrier, Edinburgh, Scot.
Outdoor News Co., New York.
Rielly & Brittin Co., Chicago, Ill.
Smith, Briggs & Co., Toronto.
Unwin, Fisher, T., London Eng.
Westminster Co., Ltd., Toronto.
Williams & Norgate, London, Eng.

Bill Files.
Adams, W. R., & Co., Detroit, Mich.
Morden Mfg. Co., Waterbury, Conn.

Blank Books.
Brown Bros., Toronto.
Buntin, Gillies & Co., Hamilton.
Copp, Clark Co., Toronto.
Warwick & Rutter, Toronto.

Bookbinding Textiles.
Ritchie & Eason, Manchester, Eng.

Business Show.
Canada Business Show Co., Montreal.

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Cochrane & Payne, New York City.
Copp, Clark Co., Toronto.
McFarlane, Son, & Hodgson, Montreal.
Raphael Tuck & Sons Co., New York.

Cash Registers.
Standard Cash Register Co., Wabash, Ind.

Copying Presses.
Smart Mfg. Co., Limited, Brockville.

Crepe Paper, Etc.
Dennison Mfg. Co., New York.

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Brown Bros., Toronto.
Clark Bros., Winnipeg, Man.
Copp, Clark Co., Toronto.
Sutcliffe-Edmison Co., Limited, Toronto.
Warwick Bros. & Rutter, Toronto.

Financial Institutions and Insurance.
British American Assurance Co., Toronto.
Confederation Life Association, Toronto.
Metropolitan Bank, Toronto.
Western Assurance Co., Toronto.

Fountain Pens.
Brown Bros., Toronto.
Copp, Clark Co., Toronto.
Gage, W. J., Co., Toronto.
Warwick Bros. & Rutter, Toronto.
Waterman, L. E., Co., Montreal.

Glue, Paste and Mucilage.
Carter's Ink Co., Montreal.
Copp, Clark Co., Toronto.
Dennison Mfg. Co., New York.
Higgins, Chas. M., & Co., Brooklyn.

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Berliner Gramophone Co., Montreal.

Help Wanted.
Warwick Bros. & Rutter, Toronto.

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Brown Bros., Limited, Toronto.
Canadian Ink Co., Montreal.
Carter's Ink Co., Montreal.
Higgins, Chas. M., & Co., Brooklyn.
Payson's.

Leather Goods
Brown Bros., Limited, Toronto.
Rumpp, C. F., & Sons, Philadelphia.

Loose Leaf Systems.
Copp, Clark Co., Toronto.
Morden Mfg. Co., Waterbury, Conn.
Tenacity Loose Leaf Metal Co., Cincinnati.

Papeteries.
Brown Bros., Ltd., Toronto.
Buntin, Gillies & Co., Limited, Hamilton.
Eaton, Hurlbut Paper Co., Pittsfield, Mass.
Hurd, Geo. B., & Co., New York.

Pens.
Brandauer, C., & Co., London, Eng.
Brown Bros., Toronto.
Esterbrook Pen Co., New York.
Gillott, Jos., Birmingham, Eng.
Heath, John, London.
Hinks, Wells & Co., Birmingham, Eng.
Macniven & Cameron, Edinburgh and Birmingham.
Spencerian Pen Co., Birmingham, Eng.
Waterman, L. E., Co., Montreal.
Wright, Geo., & Co., London, Eng.

Pencils.
American Lead Pencil Co., New York.
Brown Bros., Limited, Toronto.
Copp, Clark Co., Toronto.
Warwick Bros. & Rutter, Toronto.
Waterman, L. E., Co., Montreal.

Playing Cards, Games, etc.
Buntin, Gillies & Co., Hamilton.
Copp, Clark Co., Toronto.
Goodall, Chas., & Son., Limited, London, Eng
Hurst, A. O., Toronto.
Union Card & Paper Co., Montreal.
Wright, Geo., & Co., London, Eng.

Post Card Albums.
Illustrated Post Card Co., Montreal.
Leipziger Buckbinderei - Aktiengesellschaft, Leipzig.
Wubben Co., Berlin, Germany.

Press Clippings.
Canadian Press Clipping Bureau, Toronto.

Rubber Type, Etc.
Fulton Rubber Type Ink, Elizabeth, N.J.

School Supplies.
Buntin, Gillies & Co., Hamilton, Ont.
Gage, W. J., Co., Toronto.
Warwick Bros. & Rutter, Toronto.

Souvenir and Picture Post Cards.
Alliance, Limited, London Eng.
Brown Bros., Toronto.
Copp, Clark Co., Toronto.
DeLittle, Fenwick Co., York, Eng.
Gale & Polden, London and Aldershot Eng.
Illustrated Post Card Co., Montreal.
Leder, Otto, Saxony, Germany.
Lindley, H., & Co., Nottingham, Eng.
MacFarlane, W. G., Toronto.
Markert & Sohn, Dresden, Germany.
Millar & Lang, Glasgow, Scot.
Montreal Import Co., Montreal.
National Post Card Co., Chicago.
Neumann, W., & Co., Berlin, Germany.
Picture Post Card Co., Ottawa, Ont.
Rapid Photo Printing Co., London, Eng.
Taber Bas-Relief Photographic Co., London.
Valentine & Sons Pub. Co., Limited, Montreal
Vertigen, H., & Co., London, Eng.
Warwick Bros. & Rutter, Toronto.

Telephones.
Bell Telephone Co. of Canada, Montreal

Typewriter Supplies.
Carter's Ink Co., Montreal.
Mittag & Volger, Park Ridge, N.J.

Wall Paper.
Stauntons Limited, Toronto.
Watson-Foster Co., Montreal.

Xmas Bells.
Copp, Clark Co., Ltd., Toronto.

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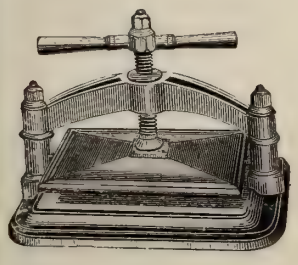


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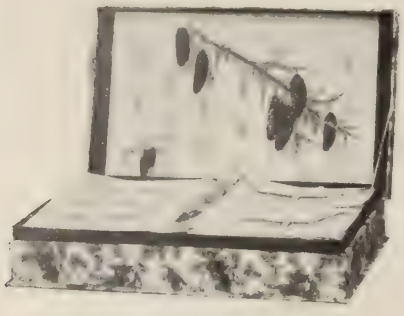
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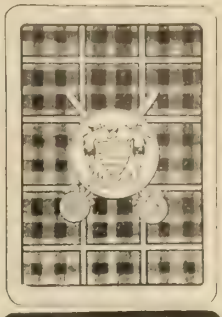
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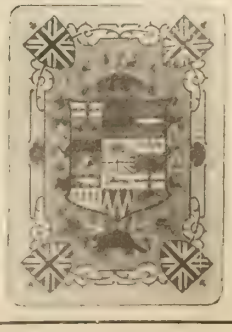










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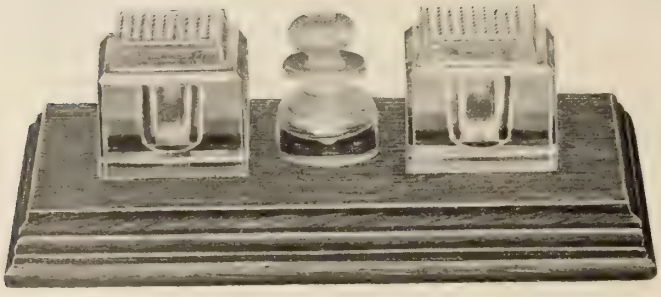
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EBONY BRUSHES	***WATER SETS***
MILITARY CASES	***MEDALLIONS***
COLLAR and CUFF BOXES	***FRAMES***
ATOMIZERS	***PAPETERIES***
SOAP BOXES	***TOY BOOKS***
CLOCKS	***GAMES***

Your mail orders will receive prompt attention. A personal visit to our improved warerooms will be found profitable to the buyer.

The SUTCLIFFE-EDMISON CO., Limited
SUCCESSORS TO
THE KELK-SUTCLIFFE CO.
70 YORK ST. (below King) **TORONTO**

Waterman's Ideal Fountain Pen

The pen with the Clip-Cap

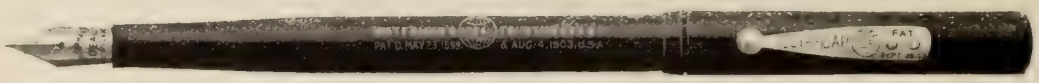
A FEW PEN STYLES

Coming on the Christmas season every dealer should see to it that he has a thoroughly representative stock of Waterman's Ideal Fountain Pens.

If you would be successful you should carry a wide variety of points, because our abiltty to suit every writer or match any style pen has contributed as largely to our success as the celebrated Spoon Feed.

LIST PRICES

Prices vary according to the size gold pen contained. Unit figures indicate sizes of gold pens.



PLAIN, CHASED AND MOTTLED. No. 12, $2 50; No. 13, $3.50; No. 14, $4.00; No. 15, $5.00; No. 16, $6.00; No. 17, $7.00; No. 18, $8.00.

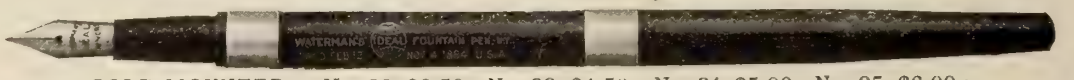
Clip-Cap adds to cost as shown below.



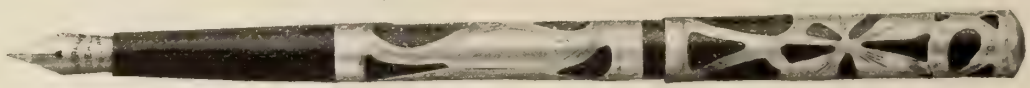
PLAIN, CHASED AND MOTTLED. No. 22, $2.50; No. 23, $3.50: No. 24, $4.00; No. 25, $5.00; No. 26, $6.00.



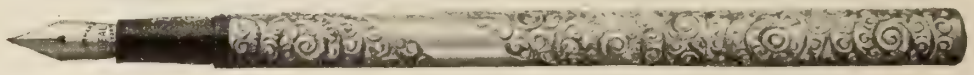
GOLD MOUNTED CHASED. No. 12, $3 50; No. 13, $4·50; No. 14, $5.00; No. 15, $6.00; No. 16, $7.00; No. 17, $8.00.



GOLD MOUNTED PLAIN. No. 22, $3.50; No. 23, $4.50; No. 24, $5.00; No. 25, $6.00; No. 26, $7.00.



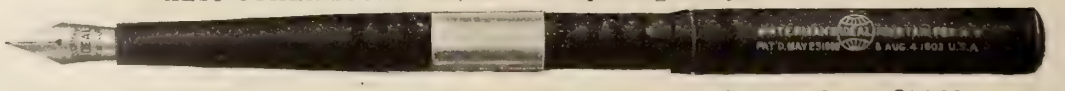
SILVER FILIGREE WITH NAMEPLATE. No. 12, $5 00; No. 14, $7.00; No. 15, $8.50: No. 16, $9.50; No. 17, $11.00. ALSO GOLD: $10.00, $12.50, $25.00.



STERLING SILVER CHASED WITH NAMEPLATE. No. 402, $7.50; No. 404, $10.00. ALSO GOLD: $12.00, $35.00.



EMBLEM PENS—BLUE LODGE, ALSO OTHER SOCIETIES, AT $12.00, $14.00, $16.00, $35.00, depending on style.



SOLID GOLD CENTRE BAND. No. 12, $8.00; No. 14, $10.00; No. 15, $12.00; No. 16, $15.00.

CLIP CAPS, as shown on the top pen of this page, add to the cost of pens as follows:—When made of **German Silver,** 25c. extra; **Sterling Silver,** 50c. extra; **18-karat Gold Filled,** $1.00 extra; **14-karat Solid Gold,** $2.00 extra.

LIBERAL DISCOUNT POSITIVE PROFITS

Dealers should write for "Suggested Assortments" and information regarding Show Case assortments

L. E. Waterman Co., of Canada, Limited

136 ST. JAMES STREET, MONTREAL

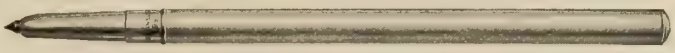
Our Best Selling Business Pencils

IN STERLING SILVER

WE OFFER below a list of best selling mounted pencils in Sterling Silver of the latest designs, and of the highest grade finish and workmanship throughout, with which we supply only "KOH-I-NOOR" Leads and Refill Pencils. These Refill Pencils and Leads are procurable everywhere.

The following adjustable pencils are entirely new and have the advantage of holding firmly any size of lead from 9H to 2B, they are easily adjusted and will not bite or snap the lead.

No. 585 Plain—Round—Sterling (Illustration ⅔ size) Retail $1.25 each



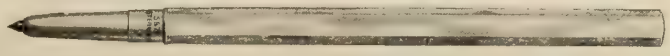
In Sets. This pencil neatly boxed with six extra "KOH-I-NOOR" Refill Leads No. 2200 in cedar wood box, as illustrated, any of the degrees from 9H to 2B . . . . . Retail $2.00 each

No. 586 Chased—Round—Sterling (Illustration ⅔ size) Retail $2 00 each



In Sets. This pencil neatly boxed with six extra "KOH-I-NOOR" Refill Leads No. 2200 in cedar wood box, as illustrated, any of the degrees from 9H to 2B . . . . . Retail $2.50 each

No. 587 Plain—Hexagon—Sterling (Illustration ⅔ size) Retail $1.75 each



In Sets. This pencil neatly boxed with six extra "KOH-I-NOOR" Refill Leads No. 2200 in cedar wood box, as illustrated, any of the degrees from 9H to 2B . . . . . Retail $2.00 each

No. 579 K Reversible Pencil, Flat—Plain—Sterling (Illustration ⅔ size) Retail $1 00 each



In Sets. This pencil neatly boxed with twelve extra "KOH-I-NOOR" Refill Pencils No. 1546m . . . . . Retail $1.50 each

No. H Slide design—Chased—Sterling (Illustration ⅔ size) Retail $1 75 each



In Sets. This pencil neatly boxed with six extra "KOH-I-NOOR" Refill Pencils HB No. 1519a . . . . . Retail $2.00 each

No. L Slide design, Cable (½ Chased)—Sterling (Illustration ⅔ size) Retail $2.00 each



In Sets. This pencil neatly boxed with six extra "KOH-I-NOOR" Refill Pencils HB No. 1519a . . . . . Retail $2 50 each

Pencils illustrated hereon are standard, as Refill Leads and Pencils are procurable everywhere, which is very important to users. Can be purchased at the leading Jewelry, Stationery, Optical and Department Stores.

Refill Leads



Always Procurable

All sets listed can be furnished in holly design boxes where requested

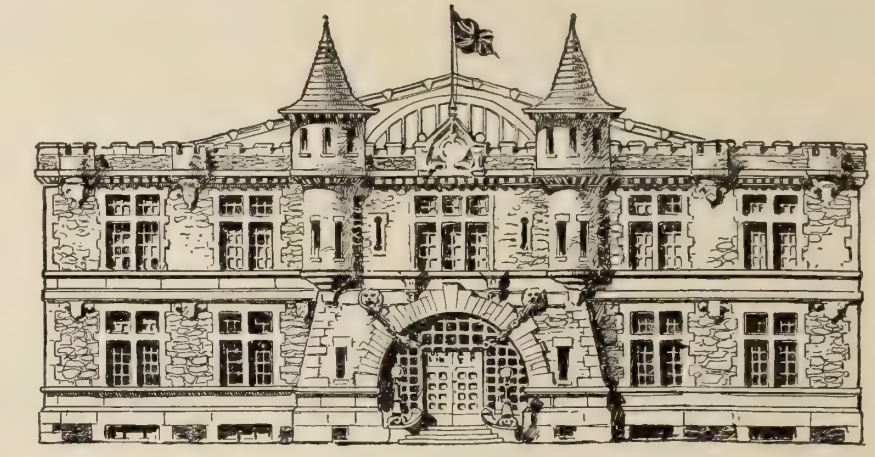
Manufactured by . . . AIKIN-LAMBERT CO. 19 Maiden Lane NEW YORK

Space No. 127—NATIONAL BUSINESS SHOW—1906

A LITTLE REFLECTION

Will convince any thinking man that an exhibit at

Canada's First Business Exhibition



MONTREAL, DEC. 10-15, 1906

Offers a better chance to reach those interested, the real buyers of

OFFICE APPLIANCES AND BUSINESS DEVICES

Than can possibly be secured by any other method

YOU SHOULD ADVERTISE FOR RESULTS

Not on chance

FOR PARTICULARS, ADDRESS:

Canada Business Show Co.,

79 ALLIANCE BUILDING
MONTREAL, P.Q.

The WATSON-FOSTER CO.

AND

WALL PAPER



WITH BORDERS SAME PRICE AS HANGINGS

IF EVER THERE WAS AN OPPORTUNITY TO MAKE MONEY OUT OF

"WATSON-FOSTER" WALL PAPER

IT CERTAINLY IS

NOW

MOST OF THE TRADE HAVE SEEN AND BOUGHT ACCORDINGLY. IF YOU HAVEN'T, DO NOT DELAY TO SEE OUR PROGRESSIVE EFFECTS. YOU WILL BE SURPRISED AT THE NEW BUSINESS YOU WILL ATTRACT IF YOU STOCK THEM. THE PAYING CLASS OF PEOPLE ARE OPEN FOR "SOMETHING DIFFERENT.'

WE HAVE IT
WRITE US
WE DO THE REST

THE WATSON-FOSTER CO., LTD.

MONTREAL

CANADA'S GREATEST POST CARD HOUSE

Superior Christmas Post Cards, Calendars and Booklets

Christmas Goods That are Selling on Their Merits.

Maple Leaf Series Xmas Post Cards

An entirely new line, and one proving immensely popular. Distinctly Canadian, handsomely reproduced in colors from specially made oil paintings by C. M. Manley.

Price: $15.00 per 1,000



Santa Claus Post Cards. Designed for the little folk. Eight subjects printed in bright colors; each card bears a message from Santa Claus himself. Very popular last year. Over 1,500,000 sold this year—that's how good they are. Price, $1.00 per 100; $8.00 per 1,000.

Stewart & Woolf Line. Well known for its variety, beauty of design and handsome finish. Fifteen subjects, ninety designs. Price, $15.00 per 1,000

A. & M. Line. A German line of fourteen subjects displaying a wealth of color, gilding and embossing. Carefully selected for the American trade. Price according to quality, $12.00, $15.00 and $20.00. Any of above lines tinselled, $1.00 per 100 extra.

Christmas Leather Post Cards. Original designs in stamped, hand-burned and colored. Price, Stamped, $3.50; With name of town, $3.75; Hand-burned, $5.00; Colored, $5.50.

Canadian Girl Calendar

One of the daintiest creations of the year. Shows a handsome young lady in full snowshoe costume in an illustration printed in colors 8x11 inches; mounted on a green mat with neat calendar pad, bow of red satin ribbon, and tied with silk cord. One of the handsomest calendars ever published. Price, $3.00 per dozen.

Canadian Xmas Booklets

Another pretty souvenir of the Christmas Season. Just what your customers want to send away. Something purely Canadian. Two styles, cover of dark blue antique stock, printed in red and gold and tied with silk cord. Contains a beautifully colored picture, depicting in Booklet A a group of jolly young Canadians playing in the snow. Booklet B—A Skating Scene. Price, $1.20 per dozen. The coloring in these is superb, and ranks with the best import work. **Wait for our Christmas catalogue.** It is being mailed you.

IMPORTANT

Some dealers have their orders for Xmas Cards placed long ago. Some have put it off till now. Many dollars in profits were lost by putting it off until too late last year. Previous sales will be exceeded this season. Avoid a shortage at Christmas by ordering now.

Don't neglect ordering your local

View Cards

for next year. And don't forget that we are the largest importers of local view cards on this continent. We give satisfaction. We lead in

Fancy Cards

Tinselled, comic, floral, real photo, etc.

W. G. MACFARLANE, Publisher and Importer

60-62 Front Street West, TORONTO, CAN.



Dennison's
Business Builders

Every one who has ever used a Shipping Tag has heard of Dennison. Indeed, the name alone is the only word a dealer need say about the reliability of anything made by Dennison.

Beginning with Shipping Tags and running through a long list of Business and Home Helps there is something for everyone, and there is a great deal more for every dealer who co-operates with Dennison during the coming year. Dennison is a creator of new business and

Dennison's
Business and Home Helps

are sure to largely increase the trade of any store.

Although the name of Dennison and the fame of Dennison's Goods are known all over the world, they are being advertised more extensively than ever. Magazines of standard circulation are carrying full pages, while the great Home Journals have full columns. Every advertisement directs the reader *to the dealer*.

This campaign of educational advertising is creating an immense volume of business, and appealing as it does to over 40,000,000 readers is sure to draw new business to every store handling Dennison's goods.

Dennison's Dictionary

is also a prominent factor in this advertising. This book describes by illustration and story our full line—articles of home value and utility, business devices for office, store and factory. It is self-indexed for quick reference. Have you received a complimentary copy of **Dennison's Dictionary?** If not, we will send one postpaid on request.

Dennison Manufacturing Company

The Tag Makers,

BOSTON, 26 Franklin St.
NEW YORK, 15 John St.
PHILADELPHIA, 1007 Chestnut St.
CHICAGO, 128 Franklin St.
ST. LOUIS, 413 North 4th St.
MONTREAL, Coristine Bldg.

New Papeteries

For Fall and Christmas Trade

CHOICE ARTISTIC DESIGNS

Gironde
Del Monte
Mousseline De Paris
Popeline Francaise

These are four of the handsomest lines we have ever produced and they will retail at popular prices All contain the fashionable fabric-finished paper so much in demand.

W. J. GAGE & CO., LIMITED

Manufacturing Stationers, TORONTO

SAMPLE ROOM :
54 Front Street West

WAREHOUSE AND FACTORY :
82 to 94 Spadina Avenue

PAPER MILLS :
St. Catharines

THE

Bookseller and Stationer

Subscription, One Dollar a Year. Single Copies, Ten Cents.

Vol. XXII. MONTREAL AND TORONTO, CANADA, NOVEMBER, 1906. No. 11.

NOTES FROM THE EDITORIAL SANCTUM

READERS will note a slight change in the arrangement of the contents in this number of Bookseller and Stationer. The change has been made, it is hoped, in the best interests of the trade. As time passes, changes are always bound to occur. We receive new ideas; we modify our opinions, and the result is that we move steadily forward to the accomplishment of our ideal.

Now it has always been our ideal to make Bookseller and Stationer a model trade newspaper, to make it invaluable to its readers. Of course we have fallen far short of this ideal. Yet, year by year, we are confident that we are moving nearer and nearer to its accomplishment. The slight improvement in this number is an evidence of the progress we are making.

The change may be best described as an effort to centre our attention to a greater extent than before on the building up of retail business. To this end we are giving first place in this number to a series of articles on progressive methods of retailing, practical common-sense articles on how to conduct a successful bookselling and stationery business. The dealer needs education along the lines of improved store arrangements, improved window displays, improved newspaper advertising, improved book-keeping methods, etc., and it is our purpose to offer a course of study in these lines.

The old idea used to be that the trade paper was an advertising circular, by means of which jobbers kept retailers posted on their wares. This is an entirely erroneous conception. The trade paper, first and foremost, is a newspaper giving the news of the trade, and secondly, it is a trade educator. That is its scope. Undoubtedly, if it fulfils these purposes, it becomes an admirable medium through which the wholesaler and jobber can reach the retailer.

A phase of the problem of retailing which we have unfortunately neglected to a considerable extent in the past, is the giving of advice as to what should be done during the weeks coming between one issue and the next. Our view has been retrospective rather than prospective. For instance, what dealer, after a Christmas season, does not look back and regret that he had forgotten or omitted to do certain things, which would have been highly profitable to him. Our purpose will be to endeavor, as far as possible, to advise him ahead what to do.

Sometime, possibly during the quieter weeks following the holiday rush, we would like to find out what value our readers place on the book review. There is a great diversity of opinion on the subject. Some would have it that the book review is absolutely useless. Others see in it a useful form of advertising. We want to discover, if it is going to help the trade to have more reviews in the newspaper press.

Our office at 88 Fleet Street, London, England, is always wide open to receive, assist and entertain Canadian booksellers and stationers, visiting the Old Land. Do not feel any diffidence about making the office your headquarters while in London. It will give our English manager, Mr. McKim, and his staff, great pleasure to have you call and make use of the various facilities provided.

Mr. F. B. Bagshaw, bookseller and stationer, Portage la Prairie, Manitoba, was in London in August, and, just by chance, came upon the office. In a letter to the editor, he says: "I can assure you that I wasted no time in calling upon your representative, who was, I am satisfied, highly pleased at meeting with a Canadian bookseller, and did his utmost to make our visit as pleasant a one as could be wished for * * * I feel I would not be doing quite the square thing did I fail to express my appreciation of the kind courtesy of your Mr. McKim, and the hearty Canadian greeting which he extended to Mr. C. D. McPherson and myself during last August, while we spent two delightful weeks in the world's capital."

We want to get hold of ideas for booming Christmas trade. Those of our readers who have invented or adopted schemes, which they have found useful in building up business, are invited to send them in. Such of them as we deem of interest and value, we will publish in future numbers of Bookseller and Stationer, paying regular space rates for the same. Every reader of the paper is urged to participate in this exchange of ideas. It doesn't matter, if you don't think you can describe your plan properly. We want the idea and we don't care a bit about the language in which it is written down.

On another page we make an important offer regarding a holiday window-display competition. We are most anxious to see a large entry list and we would urge all our readers to participate in this contest. Full particulars will be found elsewhere.

SOME SUGGESTIONS ON WINDOW DRESSING

THE question of window dressing is one which, in the opinion of the writer, has far too little attention paid to it. Of course the topic, on its successful accomplishment, is fraught with considerable difficulty, but never must it be forgotten even for sixty seconds that it is, so to speak, the index to the contents of the establishment. That fact being granted, it therefore becomes apparent that the subject is one deserving of the most serious consideration on the part of the retailer and those wholesalers who make any pretence at window dressing. When the thing has to be done it is no use remarking to yourself that "window dressing is an awful nuisance." That is very well known. Everything that entails work and thought is a bore to many people, yet it is absolutely essential to the success of a business that the window should be well and smartly dressed. It is one of those troublesome incidentals of life which have to be attended to if one is to reap the full benefit of his trading. Customers come and stand in front of the shop and look into the window to see if what they are in search of is there. If it is not, perhaps they go to the next establishment, where it may possibly be on view. Into that trader's pocket goes the money. Probably it would have been in yours had the same article been on view.

Naturally in such a small compass as a window it would be simply absurd and unreasonable to presume that the trader can squeeze into this limited space everything that his shop contains, and no sensible trader, with a love of order, would endeavor to do so. What the business man does is to commune, as it were, with himself on the advisability of exhibiting this article or that, always bearing in mind those lines which are newest and most constantly in demand. Having come to a final decision on the matter, he sets his assistants cleaning the windows, both inside and out. This having been accomplished, the trader begins to formulate his scheme for the showing of his goods to the best advantage. Something in this line, one of these, and so on until the shop window is the index to the contents of the shop. The careful trader does not shoot in his goods as a coal carman delivers a ton of fuel; he has everything in order. The front portion of the window comes first, and the succeeding layers in due course, until all is finished, and the whole presents the looker-in with a compact idea of what the establishment can supply, and what obsolete lines have made room for the very latest production.

In this manner the trader does much, not only to retain his regular customers, but also to build up the trade still further. There is nothing that the average person likes more than a smartly dressed window. It is to that establishment he will go in preference to all others, and it is into that trader's banking account that the money goes. Another thing, the trader should be careful about is the correct ticketing of all the goods displayed. Nothing is so annoying to buyers who go in after a certain article that has taken their fancy, than to discover when they are in the shop that, owing to some unforseen circumstances, the price marked on the goods is not the correct one. Without casting reflections on the trade as a whole, we know that certain traders think that this mode of procedure is a smart way of getting the customers inside their establishments. It may be, but did they only know the damage they inflicted on their business, it is questionable whether they wouldn't reconsider their line of action. Whether these customers who, to put it mildly, have been "gulled" will again patronize that particular business is open to considerable doubt. Anyhow, the writer for one, having been bitten himself in this respect, would not think of going into the shop where he had previously been "taken in." Perhaps traders do not know this, but the writer is acquainted with the interesting fact that many methodical people make a note of the shop where, in their own language, they have been "swindled." Whenever opportunity occurs they mention the name of the establishment to their friends, saying, "Don't go there, old chap," or, "My dear, I would not think of shopping there," and the incident is related fully, with perhaps a little varnish, which adds color to the affair. The trader should see, therefore, that this particular way of doing business does not pay in the long run.





HINTS FOR XMAS WINDOWS.

A Display of this Amusing Series of Books will be Sure to Draw Attention.

While on the same subject, let me revert again to the actual window dressing. If you really don't think you are capable of dressing your shop window in such a manner as will attract passers by, and your old customers among them, or your dislike of the work prevents you from putting your whole soul into the operation and thereby spoil the result, I would strongly advise you to put somebody on the job who really likes the work. It will pay you in the end.

Don't forget also to always have a few lines handy for the children, and let the children know you have got them. Sooner or later they will drag papa or mamma, or both, into your establishment, and it will be a question of "Poor Pa or Ma (slight deviation from old-time ditty) Pays." Lastly, always present plenty of attractive new lines and have the window well lighted inside as well as out.

PRIZES FOR CHRISTMAS WINDOWS

IN order to encourage window-dressers in our Canadian book and stationery stores, Bookseller and Stationer is going to offer two money prizes for photographs of the best displays made between now and the end of the year. We will also pay for all photographs submitted, which are found to be of sufficient merit, to be reproduced in the paper. The following rules will govern the competition:—

(1). The window display must be in a Canadian store, where Bookseller and Stationer is regularly received.

(2). The display must be the work of the principal or one of the employees in the store.

(3). Photographs must be taken at the expense of the contestants and must be sent in to the Editor of Bookseller and Stationer, 10 Front St. East, Toronto, not later than January 15, 1907.

(4). Displays must be distinctively Christmas in flavor.

(5). Photographs must be of a single window; where a dealer has two holiday windows, two photographs should be submitted.

(6). There are no limitations as to the size or style of the photograph, provided it is a clear print and can be easily reproduced.

(7). Photographs must be accompanied by a written description of the contents and arrangement of the display, with the name of the window-dresser.

For the best photograph submitted in compliance with these rules, we will give a prize of $10.00 and for the second best a prize of $5.00. For any other photographs submitted, which we deem of sufficient value to reproduce, we will pay the sum of $2.00 each. As we are anxious to secure a supply of photographs of good Christmas windows, dealers should not hesitate to enter the competition, on the ground that they imagine they stand no chance of winning a prize.

The decision will be in the hands of three competent judges, whose names will be published later, and the result of the competition will be announced in our February number. We will reserve the right to hold back the publication of the prize-winning windows until next fall, should we deem it advisable.

NATIONAL BUSINESS SHOW AT NEW YORK

By Our Own Representative

THE National Business Show held at the Madison Square Garden, New York, from October 27, to November 3, was, undoubtedly the big success the promoters anticipated. Never before has such an extensive and complete line of office appliances and business systems been brought before the public. Practically all the typewriter manufacturers were represented, while the adding machines, coin counters, envelope sealers, letter folders, check writing machines and check protectors, time registers, etc., were numerous and interesting.

The manufacturers of fountain pens were there in force. The L. E. Waterman Company had a big show, as did the A. A. Waterman Company. Aikin and Lambert had a tasty exhibit of their high grade line of fountain pens, and gold and silver pencils, and pen holders.

The various lines of loose leaf devices were interesting, and showed that much progress had been made in the manufacture of this line of goods. Practically all the exhibitors stated that they were getting more business than they could comfortably handle, and that the loose leaf business will, in the near future, be of such huge volume as to astonish the old-fashioned stationer.

Several manufacturers of carbon papers were represented, Mittag & Volger having a nice exhibit on the main floor. This firm informed Bookseller and Stationer that their Canadian business was very satisfactory.

The duplicator people were well represented. Mr. A. G. Penman of the Dupligraph Company of Detroit and Toronto had an exhibit of the Dupligraph. The Beck Company of Montreal and New York, had a good show, and the Dans Duplicator Company of New York, were represented.

The post card people did a big business, and it was interesting to notice that there was a good demand for English cards, several lines from that country being exhibited by American agents.

The lines of small wares, such as paper clips, pens, pencils, etc., were numerous, and the booths were usually well crowded. The C. Howard Hunt Company, had an exhibit of steel pen making.

There can be no doubt at all that the show will do much to educate the business world to the use of modern "tools of business," and the trade, wholsale and retail, can hardly fail to receive direct benefit. The show had the effect of convincing the writer, to a greater degree than ever, of the absolute necessity of the retail stationer keeping in close touch with the new lines on the market, and of having in his employ a salesman who can demonstrate the advantages of modern business appliances. There are a lot of stationers in Canada who could add very greatly to their income by developing trade in modern office supplies.

Amongst visitors to the Bookseller and Stationer booth, were: Mr. Matthews, of the Matthews Co., picture frame makers, Toronto; Thos. S. McRae, of the American Lead Pencil Co., N. Y., who expects to be in Toronto at an early date; Albert M. MacLeod, stationer of Sydney; C. Jackson, of Bates & Jackson, Buffalo, engravers, (Mr. Jackson is a Canadian); Kelsey Burr Gould, of the Rotograph Company, New York and London; Norman E. Peel, of the Red Star News Company of London, Ont.; Mr. Penman, of Penman & Sprang, Toronto and Detroit, and Mr. Grand, of Grand and Toy, Toronto.

Other visitors to the Show were A. M. Wright, of the loose leaf department of Charles F. Dawson, Montreal; John H. Damp, United Typewriter Co., Toronto; O. B. Stanton, O. B. Stanton & Co., Toronto; Rolla L. Crain, Ottawa; A. T. Chapman, Montreal.

W. H. Pearslee, who travels Canada for Mittag & Volger, had charge of the exhibit of that concern—which was one of the best in the building. Mr. Pearslee was pleased to hear that the traveler's taxes are to be abolished. He expects to visit Canada at an early date.

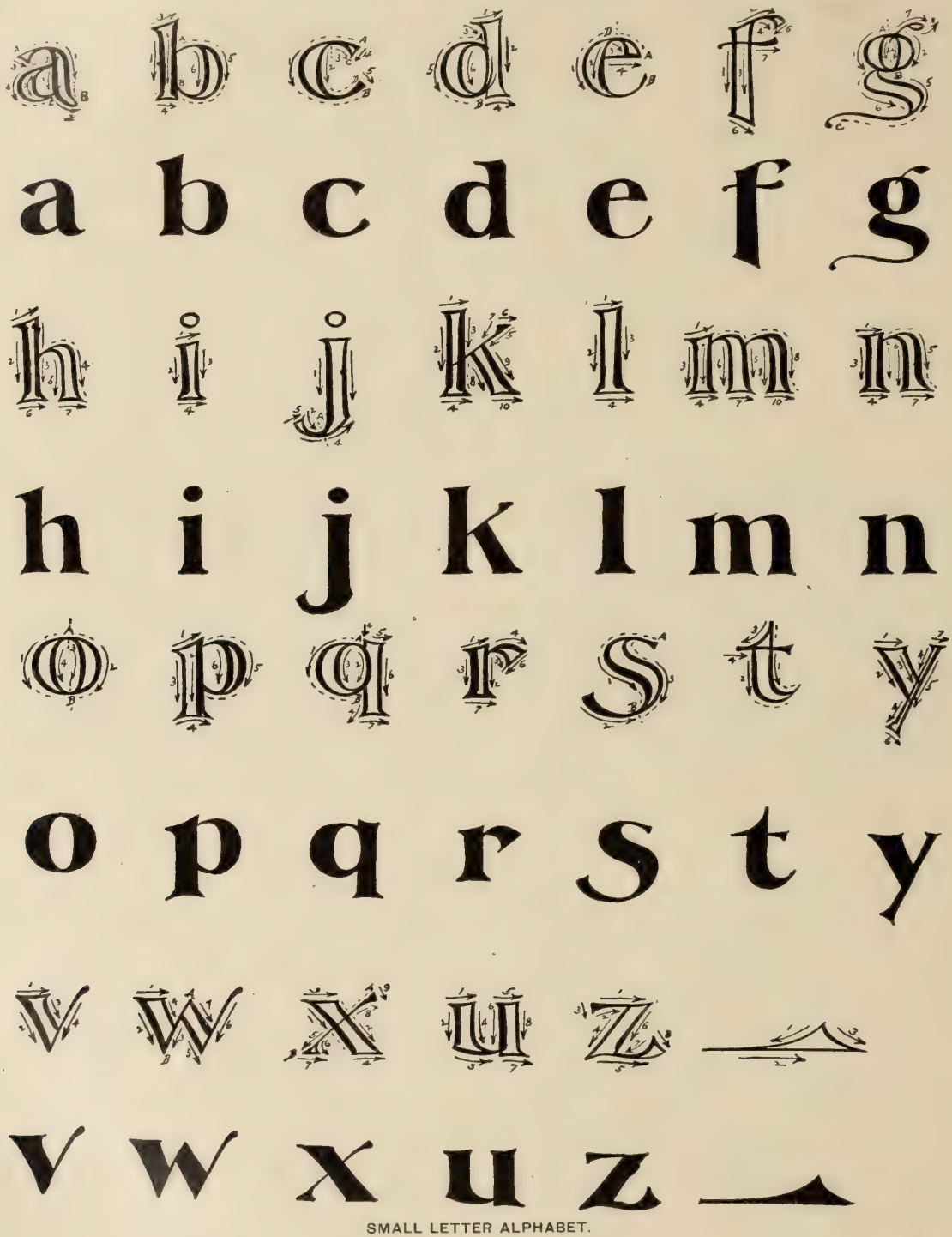
Mr. Ritchie of the Canada Business Show Co., Montreal, was here and succeeded in selling space to a number of exhibitors. He reports that practically all the space is now sold.

SHOW CARD WRITING

BY CRAFTSMAN.

(Continued from October Number.)

BEFORE writing a card it must be laid out properly. You should allow as much margin as possible all around the card. The quickest method for ruling margins, centreing the matter, is to hold the card slanting in your left hand, allowing the lower end to rest on the table. Hold your pencil far from its pointed end tightly with the thumb and index finger, in a slanting position. Now with your three other fingers outstretched in the same manner as for ruling with the brush, as shown in a previous article, rest the ball of the little finger on the side, partly under the edge of the card, and the end of the second finger on top of the card. You will, of course, be obliged to hold the pencil almost horizontally, so that your other fingers are at right angles with the edge of your card. Beginning at the lower end, draw the pencil toward you; now rule the other three sides in the same manner, always holding your pencil tight and your fingers in the same positions. This method of ruling will take one-tenth as long as if you first measured and then ruled the margins, and can be learned quickly. You must learn to centre in this manner. You should not use much pressure against the edge of the cardboard while gliding the fingers along, as it may cut the fingers like a knife.



SMALL LETTER ALPHABET.

Rule lines across the centred space according to the

height of the various letters, two lines for capitals and one line for lower case. If your card is dark and to be lettered in white, gold or color, rule the lines lightly with chalk; otherwise use a pencil.

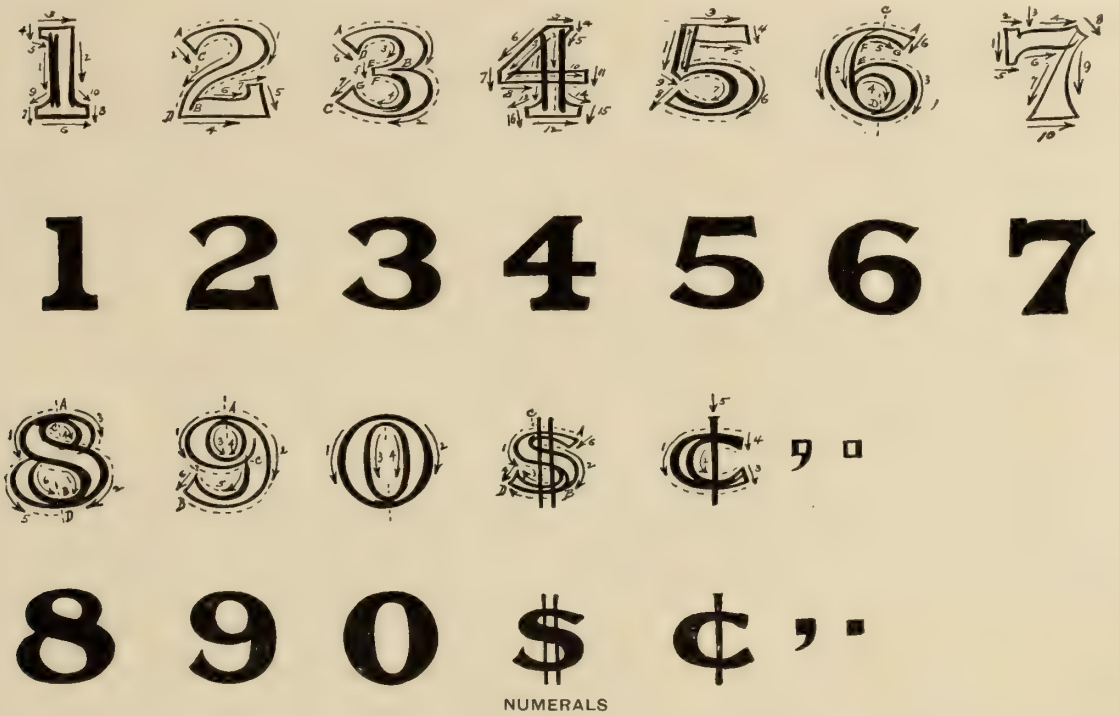
All the reading matter on the card should now be impossible over the three ranges. This feat, so say promidicated by making the crudest kind of lines, so that you can tell what the letter is and note the spacing between the words. You can use chalk for this purpose on your dark cards. After your card is thoroughly dry, rub out the chalk lines. If the lead pencil lines do not vanish, dip your sponge rubber into a little pumice stone powder, and you will soon have a clean card. The best lay-out for most cards is in straight lines. Use as few styles of letters as possible. Many cards look best by using all capitals, others are more effective when the principal words or top line only are "displayed" in capitals. Avoid using curved lines.

Paper Edging.

A refined, finished appearance can only be given to a card, when mounted on a frame, by binding the outer edges of the frame and the top of the card with paper. This is readily done by glueing on narrow strips of paper, which can be bought in innumerable varieties in long rolls, or sheets 22x28 inches, either with smooth glazed surfaces or embossed, including gold and silver effects, floral designs, or in imitation of all sorts of textures, veneers or marbles. These strips should be cut from 2 to 3 inches wide according to the size of card and width of edge required. On half sheets the edging on the top of the card is usually one-quarter of an inch wide, and on whole sheets it should be from three-eighths to one-half inch wide.

When the strips are cut, place about ten on top of each other on a sheet of newspaper. Have the side of the strips which are to receive the glue facing upward. Fill your glue brush thoroughly, removing surplus glue by stroking it against a sheet of paper as though you were painting a board. Now cover the back of the first strip evenly with glue, and beginning near the centre of any top edge of the frame (which must project over the edge of your work table) place one end of your strip on top of the card, the desired distance from the outer edge, holding the extreme end of the strip in the left hand thumb and forefinger. The right hand thumb must be stroked back and forth on the top of the strip. When firmly attached to the top, press the side of the right hand gently against the strip to the side of the frame, and the part of the strip that projects you must turn over to the back part of the frame, finally taking a dry rag and rubbing the edging smoothly on to the sides of the frame. When you reach the corner of the frame, hold the paper strip firmly to the side of the frame with the left hand, allowing it to project over the top without attempting to fasten it to the top of the card as you did in the beginning, until you first with your right hand thumb make a diagonal crease at the corner of the frame; then proceed to glue down the top and the sides as before. Edging may be of a contrasting color or match the card.

If you find that your letters have a tendency to slant perversely from right to left when you wish them to appear upright, begin all your work by slanting the letters from left to right. Do this in all your practice work for three or four weeks. You will then find that your lettering will be almost perpendicular, as it should be, whenever you try to make it so. The reverse method should be practiced when the letters have a tendency to slant from left to right.



NUMERALS

Grease Spots.

At times cardboard becomes greasy from the perspiration of the writer's hand, or otherwise. Water color will not "catch on" at such spots, but will be streaky. Several methods are employed to overcome this. Mix a thimbleful of bicarbonate of soda in a tablespoonful of water, wipe some of this over the greasy surface, then repaint. Others use soap water for mixing the color. One or two drops of oxgall mixed into the color is another preventive. The last method is somewhat objectionable, as the oxgall has what is considered a somewhat offensive odor.

HINTS ON PUSHING CHRISTMAS TRADE

By Arthur Conrad.

AFTER all is said and done it is the period between now and December 25, that is the bookseller and stationer's harvest-time. His stock is one that is peculiarly suited to the demands of the holiday shopper. His store is always the centre of attraction during the rush weeks, preceding Christmas, or, if it is not, it should be. Bearing this in mind, a few suggestions on how to make the most of this period, should not come amiss.

At this late date, it is hardly in order to make much comment on the character or extent of the stock. Doubtless the bulk of the Christmas goods have been received, or, at least, have been ordered and it is now too late to give much advice on this phase of the problem. Still, it is never too late to repair an omission and it would be as well for dealers to make a careful study of their stock and see that each department is fully equipped.

Are You Fully Stocked?

The first item, then, is to examine the stock carefully and find out, in the light of the experience of previous years, if there is a sufficient supply of each particular article likely to be in demand. Dealers all know that they are liable to shortages, which they regret after the season is over.

Particular care should be taken to have a good supply of Christmas and New Year post cards, as it is evident that there will be a big run in this line this year. Calendars and Christmas cards are also assured of an excellent sale. Holiday papeteries appeal to a great many people and the beauty of this year's designs will render them particularly suited for gift-purposes.

Is Your System Arranged?

If it be too late to say much about stock, it is certainly not too late to refer to system. An immense amount of the success of the season's business will depend on the adoption of a sound system. Dealers all know, when they look back at their earlier experiences, that an absence of fore-thought, which is only another name for system, has hampered their actions and diminished their profits. If they would be guided by the dictates of their own common-sense, they would utilize the comparative calm of November to work out a plan of campaign, which would relieve their minds of much worry and keep things moving smoothly in December.

About Handling Goods.

Some importance should be attached to the handling of goods. Many dealers are careful up to a certain point. They pay a great deal of attention to the sale of goods but, once an article has been sold, it seems to lose interest to them. It is bundled up carelessly and sent to the purchaser's residence in a don't-care manner. This is a big mistake. Arrangements should be made early for a tasty and careful handling of goods sold. Something a little nicer than the ordinary wrapping-paper, something a little neater than twine, will give an air of distinction to a parcel, that will in time pay a dividend to the merchant, who adopts this plan. Little holly seals or address labels decorated with holly, are also very pleasing and will tend to show purchasers that you have a care for their purchases.

A Programme of Window Display.

A second piece of advice is to arrange a programme for window displays. The frequency with which changes should occur depends on circumstances. With a large stock to draw from, plenty of help at hand and good display facilities, daily changes may be possible, but this is not often the case. The average dealer can only aim at semi-weekly changes, or even weekly changes. The point is that the changes must be made with regularity and in a progression towards a climax about December 20. The dealer should aim during the period selected to bring before the public eye, every item in his Christmas stock. Here is a time-table which may be found useful:

Date.	Right Window.	Left Window.
November 19	Calendars and Gift Books.	Writing Sets and Papeteries.
" 22	Leather Goods.	Toys and Games.
" 26	Xmas Cards and Albums.	General Fancy Goods.
" 29	Pictures and Xmas Magazines	Playing Cards and Games.
December 3	Sets of Books, Prayer Books, etc.	China and Glassware.
" 6	Picture Post Cards and Albums.	Leather Goods.
" 10	Special Stationery.	Calendars and Gift Books.
" 13	Toys and Games.	Framed Pictures.
" 17	General Fancy Goods.	Christmas Decorations.
" 20	Composite Window.	Composite Window.

This table is merely intended as a suggestion. It may suit one dealer and be of no use to another. What is desired is that the dealer should make out a similar programme of displays, suited to his particular case and adhere faithfully to it.

It is not intended that the window should be entirely re-dressed each time. A skilful dresser can retain back-grounds and slip in changes with ease in the foreground, altering the character of the window without much trouble.

Pre-Arranged Advertising.

It will be found helpful to pursue a similar plan with your advertising. When the Christmas rush comes along, you have no time to think out and write down advertisements. These should all be prepared before-hand. If your paper be a weekly, it will not be hard to make out the six or so ads to go in between now and Christmas. Try a different tack each time and hit home six times. If you advertise in a daily, it is imperative to change your copy every issue. Suppose you have not time or inclination or ability to handle daily changes yourself, get the young man at the newspaper office to help you out. He will be glad to do it in order to retain your patronage. In your advertising, impress on the public the advantage to be gained by trading with you and make the advantage real. Let the people know the arrangements you have made to facilitate their buying, the novelties you have secured. In fact, be as personal and direct as you can.

Mailing Facilities.

A useful suggestion is to bestow some attention on the large number of purchasers of Christmas cards and calendars in the way of providing writing and mailing facilities. In the corner devoted to the sale of these lines, there should be placed a writing desk, a supply of envelopes of all sizes and a private post-box, to which a card should be attached telling how often it is cleared. A good idea is to put on enough extra on the price of each card to admit of giving stamped envelopes in each case. This fact, well-advertised, is bound to bring in business. The same idea extends to the picture post-card lines now selling at three for five, may be sold stamped at three for ten.

THE SHOW WINDOW

MAKE PEOPLE LOOK.

ASKED once to give a reason for his almost phenomenal success as a shopkeeper, a shrewd man of business replied without hesitation: "I always found a way to make people look into my shop window."

That was such a simple thing that most people would never have thought of it. But it was a very important one. Make people look into your window. For it follows that if you can induce people to stop and look you will have more chances of doing business. It is the people who stop and look who, oftener than not, come inside to buy, and not those who go hurrying past.

There were two shops in the same street. One of them really had a much better chance than the other, for the proprietor had more capital and a bigger stock. But, goodness, how dreary the place was! The window was as dingy and solemn as a funeral, and all the sunshine seemed to get shut off, somehow, before it could shine through the glass. And the master of the establishment was always gloomy and went about everything in a heavy, ponderous way that made folk tired to look at him.

So intending customers were repelled by the place, and came to the erroneous conclusion that nothing in it could be worth buying. That was their mistake, but it wasn't their fault.

And the other shop? Ah! The young man who ran that concern had no capital to speak of, and he could have gone over and dusted up all his stock in much less than half a day. But people simply had to look into his window. He made it like a magnet. Sometimes he had practically all his stock in it. He was always devising new schemes to arrange things in an artistic manner and catch the eye of the public.

And when anyone looked into that shop, how that young man was bustling round! How he did polish up his window glass, his counter, his scales, and—himself! He was always polishing up something. And he was so alert and cheerful and so obliging that his customers thought he must be doing a splendid trade, and that made them go to him again.

It's an instinct in average mortals to patronise success. They like to say, in effect, that they helped such-and-such a man to make his fortune. The more prosperous they think you, the more willing they generally judge your prosperity or otherwise by the look of your window.

So keep your window so that people will simply have to look at it.

The illustration on this page is one of a window which is calculated to make people look. It is a device for separating small articles from large articles. By means of it, a dealer can show wall paper and papeteries at the same time without confusion. The change can be easily made in any window by raising the base a couple of feet.

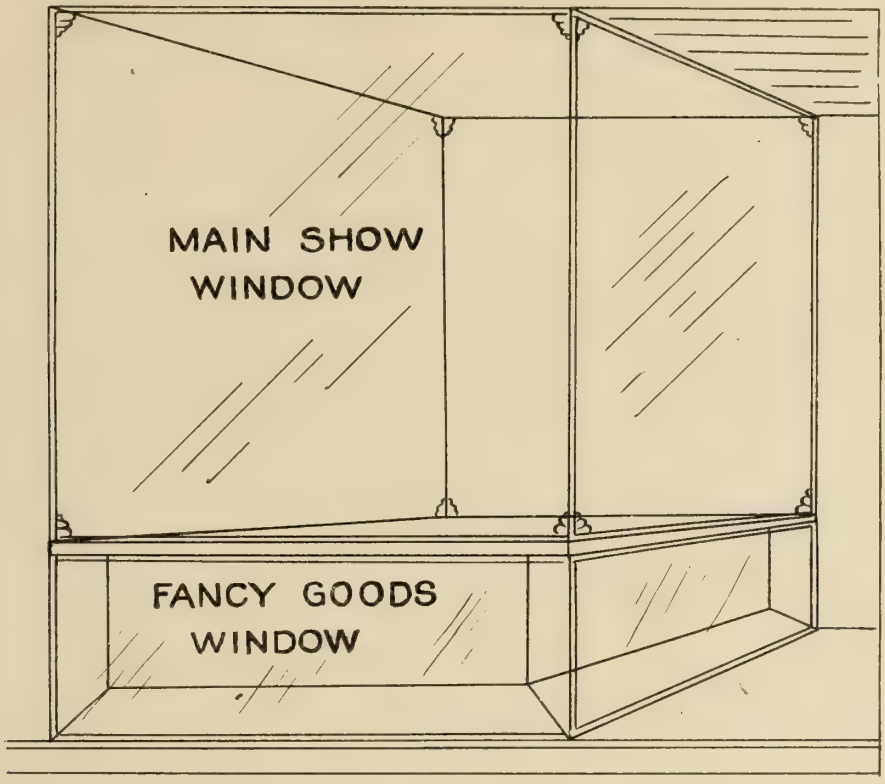


Diagram of a Novel Window Arrangement.

MONTHLY REPORTS FROM TRADE CENTRES

MONTREAL.

Some Important Changes—A Big Merger—Lines that are Selling Well—Personal Notes.

Office of BOOKSELLER AND STATIONER,
232 McGill Street, Montreal,
November, 2, 1906

H. WOODCOCK has taken over the store and stock of W. Drysdale, who was recently appointed to the position of customs appraiser, Montreal, and will carry a new and large stock of stationery and books. When the store is renovated it will be one of Montreal's best west end stores.

Among the prominent Montrealers who attended the Business Fair in New York, were: E. J. Kastner, secretary of the L. E. Waterman Company, Limited, and Mr. Wright of C. F. Dawson & Company.

Both in wholesale and retail circles linen finish writing paper and envelopes are selling remarkably well. A few retailers report a shortage in this line, but there is a good supply ordered for Christmas, and it is merely a question of delivery. Paper mills supplying this line report brisk business, with sales beating all records.

W. O. Huston of the Dennison Manufacturing Company, was in Toronto during the end of last month.

Wholesale houses report heavy sales for Christmas trade, some selling all the stock they carried. Retailers are busily marking their Christmas goods and everything points to a record year.

The sale of leather postcards, which dropped off so suddenly, some months ago, has apparently revived. Jobbers have brought their stock from the back of the shelves and report a brisk trade.

That the pin plays an important part as a requisite in office stationery, may readily be believed, when it is learned that three large corporations in this city purchased from one dealer, within a few days, the aggregate amount of 319 dozen boxes.

The Dau Publishing Company of Ottawa, Montreal and Quebec, publishers of Blue Book Statistics, have their officers in town at present.

The Rolland Paper Company are making a new paper for covering purposes, which is being extensively used in the making of catalogues for Christmas. The new paper is made in five shades, and of various weights, and shows some fine cloud effects.

During the past month there has been a very satisfactory trade in mercantile stationery, the paper used in the loose leaf systemsha s been the top nocher.

Fountain pens of the better class have had a brisk demand and jobbers declare that their sales for Christmas have been very heavy.

* * *

The most interesting event in business circles to-day is the merging of the business of E. M. Renouf, and The Cambridge Society of Canada into a large corporation. The business of E. M. Renouf, retail and wholesale, will herefter be known as the E. M. Renouf Company, Limited, and Mr. Renouf will have full management of this business. Already large premises have been leased from the Hy. Morgan Company, Limited, on Union Avenue, to be used as a warehouse and publishing house. It is the intention of the company to eventually erect a large building on St. Catherine Street, as even now with the acquiring of the new premises there is an insufficiency of room to properly conduct the business.

Something of the extent of the business done by the Cambridge Society might be learned from the fact that their publications are spread throughout the Dominion, and branches have been established in many centres. This company handle a very high and exclusive line of books, and have at present, contracts with about thirty of the best publishing houses in the world. Mr. Ross of the Cambridge Society is a man of wide experience in the publishing business, and has been most successful in building up a fine trade.

This is by no means an amalgamation intended to control the prices in the trade, but is meant to concentrate efforts in the selling of such books as are most difficult to handle in this country. The company purpose publishing educational works, scientific works, college text books, school supplies and general literature. There will be two distinct branches of the business, one to be known as the E. M. Renouf Company, Limited, and the other as the Renouf Publishing Company. The name of the holding company to be The Cambridge Corporation Limited. This change in the last name has been deemed advisable as many were prone to think the Cambridge Society as only handling religious books. In no way will the retail business of Mr. Renouf be favored more than another customer who sells their publications. It will simply be an outlet for their books, and the trade will be supplied from the wholesale end of the business upon the same basis as the branches of the company. With such a concentration of effort the higher class of books will, it is expected, meet with better patronage in Canada than in the past.

WINNIPEG.

October Business Good—Office Supply Trade—Changes in the Trade—Best Selling Books.

Office of BOOKSELLER AND STATIONER.
Room 511 Union Bank Building,
Winnipeg, October 30, 1906

OCTOBER business is reported by local booksellers to have been the best on record. The College openings were responsible for large sales of text books and general book and stationery trade has been more active than usual.

Richardson & Bishop are going after the office supply trade in energetic fashion, sending canvassers through the office buildings regularly each week, to solicit orders for stationery and miscellaneous supplies. The plan seems to be succeeding very well.

Booksellers have many inquiries for Ralph Connor's new book, "The Doctor," and advance orders are numerous. Without doubt, it will be the biggest seller for the Christmas trade, and Western dealers are ordering big supplies.

D. C. Nixon of Winnipeg, has bought "the Fair," in Moose Jaw, Saskatchewan, and intends considerably enlarging the scope of the business. Fancy goods will not be dropped, but a large supply of books and stationery will be placed in stock.

Preparations are being made for a big Christmas trade, and stocks are arriving daily. Dealers express considerable satisfaction at the promptness of deliveries this year.

Among the newer books prominently featured in interior and window displays by the Winnipeg book-

sellers, might be mentioned the following: "The Treasure of Heaven" by Marie Corelli; "Adventures of Billy Topsail" by Norman Duncan; "The Undertow" by R. E. Knowles, and "The Fighting Chance" by Robert Chambers. F. R. M.

LONDON, ENGLAND.

New Books of the Month—Trouble over the Times Book Club—Picture Post Card Notes—Slow Payments.

Office of BOOKSELLER AND STATIONER,
88 Fleet St., E.C.,
London, October 25, 1906.

CONSIDERING that it was the first "British Publishers' Number" that Bookseller and Stationer has produced, the October number was very gratifying. The advertising pages of that number certainly contained the best portion of the publishers' winter announcements, and every effort was made in the editorial columns to mention such books as were being particularly pushed in Canada. There might have been more publishers' announcements were it not for the fact that not a few houses prefer to leave the sale of their books in Canada to other publishers. Thus a great number of F. V. White & Company's books, as well as of Eveleigh Nash's, are sold to the Dominion by George Bell & Sons, and by T. Fisher Unwin. Smith, Elder & Company, find that to sell their colonial rights is a policy that suits them best. There were, of course, a number of publishers who should have been in, but were not, but their absence from the paper was due to no forgetfulness on the part of the Bookseller and Stationer. For instance, George Newnes, Limited, whose announcement in this issue will be welcome, had not yet made satisfactory preparation for Canadian trade. It is hoped that the next "British Publishers' Number" will be an improvement in every respect. But a great deal must depend on Canadian buyers. Dealers, wholesale and retail, will be serving the best interests of their trade organ (whose interests are the interests of dealers themselves) by mentioning the Bookseller and Stationer when placing their orders. On this a great deal must depend. In the meanwhile, it is not too late for subscribers to take another look through the British advertisements in the October number.

There are a few new books this month, which are worthy of attention. To their "Art Library," series of 3s. 6d. works, Geo. Newnes, Limited, have added "Correggio" by Selwyn Brinton; "Ingres" by Octave Uzanne; "Michael Angelo" by Dr. George Gronau. To their 7s. 6d. series of Drawings by Great Masters, they have added "Leonardo da Vinci" by Lewis Hind, and "Gainsborough" by Lord Ronald Sutherland Gower. To their National Gallery series, at 3s. 6d. per volume, the latest additions include "The North Italian School" by Sir Charles Holroyd; "The Central Italian School" by Sir Charles Holroyd, and "The French, German, and Spanish Schools" by Walter Bayes. George Newnes, Limited, are amongst the first to realize the Canadians' love of art, and they are confident that these productions will be appreciated by the reading public. The illustrations are certainly very fine, and the reading matter as interesting as it is instructive. To their 3s. 6d. thin paper classics they are adding "The Autobiography and Confessions of De Quincey."

T. Fisher Unwin's latest productions include "Soul Stealers" by Ranger Gill (otherwise Guy Thorne); "Men of Crag" by Guy Boothby; "The Great Court Scandal" by Wm. Le Queux, and "Saba Macdonald" by Rita. To Unwin's 6d. paper covered editions, "Some Notions and a Moral," has been included. This somewhat short work is interesting, because it was one of the late Mrs. Craigie's earliest works. "A School for Saints," and its sequel "Robert Orange," both by the same authoress, are among the 6d. novels.

Crosby Lockwood & Son, are pushing an extensive range of scientific, technical and industrial books. Reference to their advertisement elsewhere in this issue will give a better idea of the class of works they turn out.

Duckworth & Co., 3 Henrietta Street, Covent Garden, London, W.C., are another house who are anxious to push their Library of Arts in Canada. They also specialise in the Lives of the Saints and in Children's Books, some of the latter, by the way, beautifully illustrated and charmingly written as they are, would make happy Xmas presents.

Three of Heinemann's novels to come out at the end of November are: "Love's Trilogy" by Peter Nansen; "The Trial Together" by H. H. Bashford; "The Expensive Miss Du Cane" by S. MacNaughton. These are published at 6s. each.

The pictorial postcard publishers are all very busy and report that the outlook for Xmas trade is good. There has been, and still is, a very brisk enquiry at home for all classes of Greeting cards, New Year and Xmas cards, and for Valentines. Xmas cards in real photo effects are exceedingly popular. One cannot help being surprised that the retail home demand should be so good, considering what bad times the trade has experienced of late. It is scarcely an exaggeration to say that the English stationers' lot seems to get worse every year. What with the increased number of members in the trade, the encroachments of other trades, the circulating libraries, and the mail-order houses, things are pretty bad.

The latest trouble is "The Times" Book Club. The publishers of "The Times" have formed what they call a "Book Club," but what is in reality a clever scheme to boom their circulation. To all subscribers to "The Times" they allow books free, like any free library, and also the right to purchase at ruinously low prices not second-hand books alone, but new publications. This scheme of selling books almost for nothing, one might say, is seriously harming booksellers, publishers and authors alike. A strong crusade is being organized against the publishers of "The Times" and their methods, and it is hoped by cutting off their sources of supply that their policy will be rendered impossible.

With regard to the export trade of pictorial postcards, most publishers report good business. Two houses, however, occur to mind, who say that their Canadian business does not reach expectations. This is peculiar, since one of them, at least, turn out cards of the very highest order, and quote very reasonable prices.

Just here, it might be mentioned, that there has been complaint from quite a number of houses that Canadian pictorial postcard importers are slow in paying their accounts, of course an occasional delay may be passed without comment, but, unfortunately, it is true that on more than one occasion Bookseller and Stationer has been approached by firms over here who have shipped to Canada, and have found it exceedingly difficult, sometimes impossible, to obtain payment. This sort of thing does not redound to the credit of Canadian business men, and leads one to wonder whether some pictorial postcard houses in the Dominion are not getting overstocked.

O. P.

THE
BOOKSELLER AND STATIONER
and Fancy Goods Review.

Published promptly on the second Wednesday of every month.

The MacLean Publishing Company, Limited

President, JOHN BAYNE MACLEAN, Montreal.

Publishers of Trade Newspapers which circulate in the Provinces of British Columbia, Saskatchewan, Alberta, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, P. E. Island and Newfoundland.

OFFICES:

CANADA—
MONTREAL (Telephone 1255) - - - 232 McGill Street
TORONTO (Telephone 2701) - - - - 10 Front St. East.
ST. JOHN, N.B. (J. Hunter White), - - No. 3 Market Wharf.
WINNIPEG, (F. R. Munro) - Room 511 Union Bank Building. Telephone 3726

GREAT BRITAIN—
LONDON, ENG. (J. Meredith McKim) - - - 88 Fleet St. E.C. Telephone, Central 12960.
MANCHESTER, ENG. (H. S. Ashburner) - - - 18 St. Ann St.

FRANCE—
PARIS, Agence Havas, 8 Place de la Bourse.

Subscription, Canada and the United States, $1.00.
Great Britain and elsewhere - - 4s. 6d.

Cable Address: "ADSCRIPT," London; "ADSCRIPT," Canada.

Vol. XXII. NOVEMBER, 1906. No. 11

NEW ADVERTISERS.

American Code Co., 83 Nassau St., New York City.
Beagles, J., & Co., 10-11 Little Britain, London, England.
Carbon Paper & Ribbon Co., 34 Adelaide St. W., Toronto.
Chas. Beck Paper Co., Philadelphia, Pa.
Crosby Lockwood & Sons, 7 Stationers' Hall Court, London, Eng.
European Post Card Co., St. James St., Montreal.
Newnes, George, Limited, London, England.
McGregor, W. E., 160 Victoria Street.
Pelouze Scale & Mfg, Co., 118 W. Jackson Blvd., Chicago, Ill.
Young Bros., Richmond and Church Streets, Toronto.

MINIMUM EQUIPMENT OF SCHOOLS.

BOOKSELLERS and stationers, who deal in school supplies, should make it a point to investigate the equipment of their local schools. Perhaps many of them are not aware that a minimum equipment for schools in the province is prescribed by the Education Department of Ontario. This equipment is as follows:

A globe, not less than nine inches in diameter and properly mounted; a map of the hemispheres; a map of each continent; a map of Canada; a map of Ontario; a map of the county (if a suitable one is published); a map of the British Empire; a map of the British Isles; an atlas or a gazateer; a standard dictionary for each class room (with English pronounciations); a numeral frame (or an adequate supply of loose cubes); a good clock for each class room, kept in good condition; a set of mensuration surface forms and geometrical solids; a blackboard set for each class room (one protractor, 15 1-2 inches; triangle, 24 inches; a pair of compasses, two pointers, a graduated straight edge); a pair of scales, with weights, to weigh from half-ounce to ten pounds; a set for measure of capacity (pint, quart, gallon); a set for square and cubic measures; a school library of the minimum value of $20.00 for each teacher employed, increased annually after December, 1907, by at least $10, until the value for each teacher employed reaches $100.00. A suitable book case shall also be provided.

If the dealer can discover that the schools in his locality are deficient in any of these items, he should make no delay in bringing the shortage to the attention of the School Board. Then, if he is unable to secure this business, it is his own fault largely.

OUTSIDE WORK.

ABOUT this time of the year there is always plenty of opportunity to do outside work. For instance, take the case of the private greeting card. A bright clerk with a sample book can undoubtedly do a good business in this direction among the wealthier people of the community. Jobbing houses provide facilities for cornering this trade, which entail next to no expense to the retailer. In fact, all he has to do is to book the orders, send them in, deliver the cards and pocket the profits. There are other lines to be sold outside at this time of the year. Almanacs and office supplies for the new year are needed and a live salesman, going around among the offices, is sure to get some business. Renewals on magazines should also be collected before the end of the year.

TRAVELERS' TAX MAY BE ABOLISHED.

DURING the recent conference of Provincial premiers held in Ottawa, which consulted Sir Wilfred Laurier on divers questions relative to the welfare of the provinces, there was a stisfactory consideration of the tax on non-resident commercial travellers which is levied on them by the provinces of British Columbia and Prince Edward Island and the tax on foreign travelers in Quebec Province. As the tax stands to-day in the province of Quebec, it calls for the payment of $300 per year for those travelers calling on liquor firms; a yearly tax of $100 on those calling on wholesale houses only; $200 per year on those calling on both wholesale and retail houses. A six months license is sold and cuts these figures in half. British Columbia has a nominal tax of $100 on ali travelers representing firms outside the province. Prince Edward Island has a nominal tax of $20 on travelers who represent firms outside of the province. These three provinces are seriously considering a withdrawal of the tax, much to the joy of all those concerned. With the abolishing of this business-restraining tax, there will be removed the veritable thorn from the side of enterprising commerce.

In these columns the various phases of the question have been discussed from time to time. It is sincerely hoped that the next reference made to it will be its obituary notice. Such a task will be superlatively pleasant.

There is but little satisfaction to be derived from such a law, its benefits were probably known only to the provincial treasury coffers; long ago it was condemned by prudent men who thought that if protection were re-

quired, from trespassers on Canadian commerce, the tariff should serve that purpose, and if one province claimed more protection than another, it was a feeble way of admitting weakness, or a very questionable method of relieving distressed poverty.

The repealing of the law will once again open the doors of these provinces to all comers and stamp out a petty piece of provincialism that is not in keeping with the spirit of the age. They will be freed from a stultifying yoke of which they were ashamed. It is a sagacious decision and will be hailed with delight by all those who hold their province on the same level as their sister provinces.

THE SCHOOL BOOK COMMISSION.

SINCE our last issue, several more sessions of the Ontario School Book Commission have been held. The principal witnesses examined have been Mr. A. W. Thomas, secretary-treasurer of the Copp, Clark Co., Mr. Frank Wise of the Macmillan Co. of Canada, Mr. E. M. Trowern, secretary of the Retail Merchants' Association, Mr. Albert Britnell, the Toronto bookseller, Mr. E. S. Caswell, of the Methodist Book Room, Mr. George M. Rose, of Hunter, Rose Company, Mr. George M. Morang, of Morang & Co. and Mr. Charles B. Fleming of the Norwood Press, Norwood, Mass.

What has been the subject of much sensational comment in the press was the statement of Mr. Thomas that the Copp, Clark Co. had paid Thomas Nelson & Sons, $30,000 in order to take the place of the latter firm as contractors for the publication of public school readers. Why this transaction should be twisted into a corrupt act, is hard to understand. Nelson & Sons would hardly give away the privilege they enjoyed.

Mr. Trowern presented the grievance of the booksellers, as already outlined in these columns. His evidence showed that the price of school books was being cut by department stores to such an extent that this branch of the bookseller's trade was being ruined. He advocated the rigid enforcement of a one-price system throughout the Province.

THE BOOK WAR IN ENGLAND.

A MANIFESTO, issued by the Publisher's Association in England, gives a clearer explanation of the troubled situation in the book trade in the Old Country, than anything yet published. It goes into the whole matter thoroughly and shows how the Times Book Club, the source of all the trouble, owed its origin to a desire on the part of the publishers of the Times to increase its circulation and advertisement revenue.

"The first move was to father the circulation of the ninth edition of the 'Encyclopaedia Britannica,' which, having served its purpose over here, and fallen into the hands of an American syndicate, was re-introduced to the British public by all the processes familiar to the Transatlantic promoter. It was eagerly swallowed by the public, who believed, on the strength of the reputation of the 'Times,' that they were getting a new work, and regarded it as a great bargain.

"The success of the 'Encyclopaedia Britannica' led to the American syndicate being entrusted with the task of reviving the sale and advertisements of the 'Times,' and the method of accomplishing this was the capturing of the book trade. . . . From the first, the selling of books has not been an end in itself, but only a means to an end—viz., the financial improvement of the 'Times' newspaper. 'No library,' said the 'Times' in its first prospectus of the book club, 'has ever been established with the deliberate object of spending money instead of making money.'"

The writer deals with the bookseller, who, he says, cannot afford to compete with the conditions offered by the Times Book Club. This process of squeezing out is familiar to everyone who has followed the formation of trusts. It is commonly resorted to until the ring is complete, and then prices are raised again.

Under the heading of a "significant admission," the writer remarks: "The 'Times' Book Club boasts that its members get all the privileges of a circulating library 'for nothing'; it enables its readers 'to read, for nothing at all, the new books as they appear.' This statement is most significant; 'for nothing' of course means on payment of £3 18s. (or 3d. a day) inclusive of the 'Times,' and it is capable of two interpretations: (1) either threepence a day is 'an exorbitant price' for the 'Times' if the library can be thrown in for nothing, or (2) they are carrying on a large and expensive business at a loss, in order to crush the booksellers, and by creating a monopoly repay themselves subsequently."

THE HOLIDAY ATMOSPHERE.

THERE is such a thing as a holiday atmosphere and it is a very potent force in merchandizing. Applied at the proper time, it is bound to cause a stampede of the buying public. This atmosphere should not be introduced into your store too early or too late. If you start your decorating and arranging too soon, the public only look and do not buy, while your goods lose their freshness. The moral is, do not shove your Christmas goods forward too rapidly, but bring them out by degrees. Utilize your windows and your advertising carefully with reference to them and about the end of the month announce a general opening of Christmas goods. This will tend to keep customers interested right up to the time when buying in earnest begins.

LABEL YOUR PARCELS.

OUR attention has been directed recently to the carelessness of retailers in sending back goods to the jobbers. In many cases parcels come in without any indication whatever about them as to who has sent them. Of course, this is the retailer's loss. How can the jobber give credit, when he does not know to whom to give it? It is not to be expected that he will go to the expense of finding out the party sending back the goods, if he has a better way of spending his time and money.

Therefore, dealers are advised for their own good to label their parcels carefully, being always sure to state by whom they are sent. It is also as well to send a letter at the same time, giving particulars about the forwarding of the parcel and a list of its contents.

MACMILLAN'S FALL PUBLICATIONS

KIPLING "Puck of Pook's Hill"

Illustrated, $1.50.

"Certainly Kipling at his very best."
—*Mail and Empire.*

"A splendid piece of literary craftsmanship."
—*Saturday Night.*

"Shows once more those gifts of imagination and literary art which place Mr. Kipling easily at the head of all contemporary English writers."
—*Sunday World.*

"Kipling has proved a veritable Puck in the witchery with which he has endowed the incidents of history so vividly brought before the reader that they become absolutely unforgetable."
—*Toronto News.*

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A story of modern Roman society, in which an interesting plot full of power is developed in dramatic situations.

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"A remarkable *tour de force*. The most indifferent readers will find themselves considering unheard of possibilities."
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Mrs. H. Ward—Amiel's Journal.
Wm. Winter—Shakespeare's England.
" Old Shrines and Ivy.
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Mabel O. Wright—Friendship of Nature.

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NEWS OF THE BOOK WORLD

THE PUBLISHING FIELD.

CANADIAN publishers have now brought out nearly all the books promised in their fall lists, and the work of filling orders is being pushed rapidly forward. Jobbing houses have their hands full with import business, which has, this year, attained proportions never reached before. The Fall trade in school books is practically over.

On November 15, will be published a book, the initial sales of which are said to far exceed those of any other book ever published in this country. The book is Ralph Connor's "The Doctor," of which the whole of the first edition of 25,000 copies has been placed already by the jobbing houses. Winnipeg alone has put in orders for 5,000 copies. The sale is an extraordinary one for Canada, and booksellers should wake up to the fact that the Connor books are a gold mine for them.

The Fall list of the Macmillan Company of Canada, has been practically closed with the publication last week of "Chippinge Borough," the new novel by Stanley J. Weyman. "White Fang" by Jack London appeared during the preceding week. These publishers report gratifying sales of Rudyard Kipling's "Puck of Pook's Hill," which they consider their foremost fall book.

From the Toronto office of Henry Frowde, the Oxford University Press, there appeared late last month the new novel by Rev. R. E. Knowles of Galt, "The Undertow," for which extensive advance orders had been booked. The author's earlier work "St. Cuthbert's" won great praise and an equally great, if not a greater success, is assured for the new book.

The Musson Book Company have all but completed their list, which is this year a most extensive one, embracing many books, hihly suitable for gift purposes. Their latest fiction publications are "In Treaty With Honor" by Mary Catherine Crowley and "The Queen's Hostage" by Harriet T. Comstock. This house reports a splendid fall business in import lines.

William Briggs' warerooms are congested with shipments of books, chief of which are the volumes in the great Everyman's Library, of which 200 different titles are now on the market. In the list of their own publications, everything is now out. Second editions of "The Guarded Flame," "Treasure of Heaven," and "The Call of the Blood" are in the press. Within a few weeks they will have ready a Canadian edition of a new book by Baroness Orczy, introducing once more the Scarlet Pimpernel.

The Westminster Co. have just brought out a remarkable book by Professor J. E. McFadyen of Knox College, Toronto, entitled, "The Prayers of the Bible," which is unique in religious literature. The book is divided into four parts. The first part is in the nature of a treatise upon the prayers of the Bible. The character and contents of Biblical prayer are analysed and its inward and outward conditions described. There are sections on the prayers of Jesus and the prayers of Paul and a very suggestive section on "The Difference that Jesus Made." Part II consists of three sections which deal with modern prayer. The nature and contents of prayer, the form of prayer, and the respective advantages of free and liturgical prayers are discussed. In Part III, the prayers of the Bible are collected: first, the prayers of the Old Testament (arranged under various heads such as Petition, Intercession, etc.); then the prayers of Jesus; and finally, the other prayers of the New Testament. Part IV. contains a selection of Biblical prayers for modern use also arranged according to form and subject.

Nearly all the books on McLeod & Allen's fall list are now on the market. Their best seller is Robert W. Chambers' "The Fighting Chance." A new book by Harold MacGrath, of which the title has not yet been announced, will be ready in ample time for the Christmas trade. Within a week or so, the following books will be ready, "Rich Men's Children" by Geraldine Bonner, "Romance Island" by Zona Gale, "Saul of Tarsus" by Elizabeth Miller and "Jewel Weed" by Alice Winter.

Activity reigns in the book department of the Copp, Clark Co. Almost immediately will be published "The Lost Leader," by E. P. Oppenheim and "The Woman of Babylon" by Joseph Hocking. Later in the month William Le Queux. "The Mysterious Mr. Miller" will appear and also "The Second Book of Tobiah" by Una L. Silberrad, "Helena's Love Story," by Guy Thorne will be out in time for Christmas. The Copp, Clark Co. have just brought out "Frank Brown" by F. T. Bullen, a healthy and invigorating story of the sea. They have also provided a second edition of "The Saint" by Antonio Fogazzaro.

In a country where the agricultural, mining, and building industries are carried on so persistently, and in such ever-increasing volume, the works of Crosby Lockwood & Son, whose announcement appears in this issue, cannot fail to be of interest. Space is too limited to mention even briefly any particular one of their publications. It must suffice to say that they are a leading house for the publication of scientific, technical, and industrial books. Whether the subject treated be engineering, agriculture, hydraulics or commerce, or mining, it is treated skilfully and exhaustively by accepted authorities. Crosby Lockwood & Son are represented in Canada by Smith, Briggs & Co., 21 Richmond Street West, Toronto.

Watts & Co., 17 Johnson's Court, London, are publishing, for the Rationalist Press Association, a selection from Hume, in the form of a sixpenny reprint. It comprises the two important essays, "An Inquiry Concerning Human Understanding" and "An Inquiry Concerning the Principals of Morals." Together with the above there is published a new popular edition, in the R. P. A. Extra Series, of Mr. Chilperic Edward's version of the Hammurabi Code, under the title of "The oldest Laws in the World." The same publishers are also issuing two other sixpennies. In the first, under the title of "A Few Footprints," Mr. J. Passmore Edwards, the well-known philanthropist, furnishes some interesting autobiographical chapters. The other sixpenny deals with "Socialism: Its Fallacies and Dangers," and is a trenchant analysis of the policy which

at present appears to be uppermost in the counsels of the Labor Party.

Laird & Lee, Chicago, with their usual enterprise, have published a small hand book, containing the list of words, the spelling of which has been reformed by President Roosevelt and the advocates of reformed spelling. The book also contains a list of amended spellings recommended by the Philological Societies of England and America and a history of the reform movement.

Brown's "Comprehensive Nautical Almanac" for 1907 is out. It contains the daily tide tables for 1907, with a full digest of astronomical and other phenomena, required for purposes of navigation. It also supplies lists of lights, fog signals, beacons on buoys on the coasts of the United Kingdom,—in fact a mass of valuable matter for the mercantile marine. It is published by James Brown & Son, Glasgow, at one shilling net.

George Bell & Sons, York House, Portugal Street, W.C., London, announce the publication in their York Library of a new edition of Anthony Trollope's Barsetshire Novels, with an introduction by Frederic Harrison. In addition to the ordinary thin paper issue at 2s. net per volume, there will be a library edition at 3s. 6d. net per volume. The set will consist of six volumes.

SCOTTISH BOOKS.

VALENTINE & Sons, Ltd., Dundee, Edinburgh, and London, have recently produced vest pocket editions of the Scotch poets, Burns and Scott, handsomely bound in satin tartans; words and music of Scotch Songs and "Songs of Burns," "Gems of Irish Songs" bound in green satin; birthday books with choice selections from English, Scottish and Irish poets. Larger editions of the song books bound in tartan and green satins, handsomely engraved and with gilt edge are also on the market for Christmas trade.

The "Shire Series" published by this company is meeting with great success in the old land and to her sons abroad these books should prove a boon. There are ten in the series, Roxburghshire, by Sir George Douglas; Ayrshire, by William Harvey, F.S.A. Scot; Yorkshire, North Riding, by William Andrews; Kerry, by Clement K. Shorter; Devonshire, by W. H. K. Wright, F.R. Hist. Soc.; Warwickshire, by W. Salt Bassington, F.S.A.; Perthshire, by Prof. J. E. A. Steggall, M.A. (Cantab.); Lancashire, by Deas Cromarty; Aberdeen shire, by Rev. R. A. Watson, D.D. All these books are well illustrated and contain the most authentic historical sketches.

THREE CHARMING ART BOOKS.

EACH recurring holiday season, L. C. Page & Company, Boston, produce a number of charming art books, which are alike a delight to the eye and a pleasure to the mind. This year they have published three handsome volumes, "The Cathedrals of Northern Spain," "The Art of the Venice Academy," and "Rambles in Normandy."

The first-named is by Charles Rudy and is uniform with the other volumes of the Cathedral Series, embracing Northern and Southern France, England and the Rhine. It is handsomely bound with a choicely designed cover and gilt top. There are thirty-two cathedrals illustrated, each appearing in a brown tint on a decorated insert. The text supplies information is most readable form of their history and architecture together with much of interest concerning the bishops, rulers, and other persons identified with them. (Boxed $2.00 net.)

After much the same style of binding and printing is "The Art of the Venice Academy," by Mary Knight Potter. It belongs to the Art Galleries of Europe series, of which five volumes have already been published. There are upwards of fifty inserts, reproducing in duogravure the art treasures of the academy. The text gives a brief history of the building and of its collection of paintings, as well as descriptions and criticisms of many of the principal pictures and their artists. (Boxed $2.00 net.)

"Rambles in Normandy" is by Francis Miltoun and is profusely illustrated with drawings by Blanche McManus. These are exquisitely reproduced in brown tones. The rambles are merely the record of personal experiences in and off the beaten tourist track and the book is the result of some years of wanderings and residence in the province. (Boxed $2.00 net.)

SOME INTERESTING JUVENILES.

AMONG the mirth-provokers of the present season, one must certainly not overlook "Animal Serials," a collection of drawings by E. W. Blaisdell. Mr. Blaisdell has depicted so many animals in human guise, that he frankly confesses he has come to think in terms of animal life. And so he shows us here the foibles and fancies of Mr. and Mrs. Rabbit, Miss Hippopotamus, Mr. Bear, Colonel Lion, Major Elephant, and all the other members of jungle society. Each group is given in series of sketches, with a brief word of running comment. (Crowell & Co., $1.00 net.).

Of especial appeal to girls is "Meg and the Others" by Harriet T. Comstock, illustrated by M. P. O'Malley, which appears in the series of Twentieth Century Juveniles. It is a tale of a little girl of the long ago, her playmates and her adventures, as they were related to two other little girls, after supper time, by their grandmother. Meg was the name of the old-fashioned child, and she was subject to most of the failings of present-day, happy, healthy, adventurous young folks. Then there was a Boy, spelled with a capital letter, if you please, who was very much in evidence; and, lastly, another girl, who wore very fine clothes and lived quite near by—for those days. Among them, the trio managed to keep things lively. (Crowell & Co., 75 cents).

The "Tenting of the Tillicums" by Herbert Bashford, is a rattling good camping story. Tillicum is Indian for "friend," and the four boys who adopted it were to test the meaning of the name before their outing came to an end. It was in the days when Tacoma was still a village that these boys set forth across Puget Sound in a row-boat well stocked with supplies. Pitching their tent in a sheltered cove near the beach, they divided their time between hunting and fishing. Each day brought its own incidents, many of which were exciting. (Crowell & Co., cloth, 75 cents.)

James Otis' new book, "Joey at the Fair," is a story of New England farm life of the present day, and is full of action from beginning to end. Joey is a farm lad in his early "teens," whose chief ambition, when the story opens, is to take a calf of his own raising to the country fair and win the blue ribbon. His father owns a model farm; and Joey can think of nothing finer than to win a prize through his own efforts. (Crowell & Co., 75 cents.)

An odd and yet most diverting book is "Pease-blossom and Mustard-seed" in which Grace Squires provides an exquisite little word picture of the sayings and doings of two precocious, but charming children. It also is prettily illustrated. (Cloth, 75 cents, Dana Estes & Co.)

MUSSON'S FALL JUVENILES,
1906

QUEEN SILVER BELL. By Frances Hodgson Burnett, author of "Little Lord Fauntleroy." A dainty colored gift-book for children ....net 60c.

THE STORY OF SCRAGGLES, A Song-Sparrow. By George Wharton James, author of "The Old Missions of California." Illustrated by Sears Gallagher. 12mo. Cloth $1.00

In this story, which Mr. James has now tenderly and faithfully told, is described an unusual instance of a friendship between man and one of the lower animals.

A LITTLE GIRL IN OLD QUEBEC. By Amanda M. Douglas, author of "A Little Girl in Old New York," etc. 12mo cloth $1.50

This new volume should be particularly interesting, as Quebec is one of the oldest and certainly the quaintest city on this continent.

In the very early days a shipload of maids was brought over from France to become the wives of the colonists. A little girl, through the devices of another branch of her family who wished to get rid of her, is sent to New France in this way. The different phases of her life in Quebec and the proffer of her true heritage if she will go back to France and marry a man old enough to be her father, form the central theme of a story for young people which Miss Douglas knows so well how to write.

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The father tells the story, and pictures, with sure insight, the child nature; the enthusiasm of the boy, who is allowed to go hunting with father; the revulsion as the first bird falls by his father's shot; the struggle of the child between his natural affection for the parent and the moral shock that "father" should delight in killing little birds; the father's misunderstanding of the boy's change of affection to one of dutiful obedience; the final reconciliation brought about by the nobleness of the boy's nature.

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Southampton St., Strand, London, W.C.

BOOKS OF THE MONTH

CHARLATANS, THE—By Bert Leston Taylor, Indianapolis: The Bobbs-Merrill Co. Toronto: McLeod & Allen. Cloth, $1.25. A tale of love, very tenderly told, with an incidental exposure of musical quacks. The author, for many years one of the editors of Puck, writes in an amusing vein and affords the reader a great many happy moments. The book is cleverly illustrated.

DREAM AND THE BUSINESS.—By Mrs. Craigie. The Copp, Clark Co., Toronto. $1.25. A note of sadness runs through this posthumous work of a gifted writer. It is pessimistic in tone and distinctly feminine in character, inasmuch as the emotions dominate the problems of life which are weighed and dissected with intellectual power and subtle imagination. Society, the stage, politics, religion and much besides are thrown into the balance, tried and found wanting.

HOPE, MY WIFE.—By L. G. Moberly. The Copp, Clark Co., Toronto. $1.25. A pretty, pathetic story, showing how a man much absorbed in professional work, acting under a generous impulse marries a simple, undisciplined girl only to find that he has made a huge mistake. Several years of separation and the moulding influences of time, adversity and sorrow produce such a change in both husband and wife that there is re-union is the happy consummation of a genuine love match.

IN THE VAN.—By Price Brown. McLeod & Allen. Toronto. Cloth, $1.25. The materials for this very interesting book are drawn from scenes and incidents of the war of 1812. These were pioneer days in Canada—days of hardship and deprivation which called forth many a kindly deed of human sympathy and of courageous chivalry. The writer has fully appreciated these characteristics of a hundred years ago and has reproduced them with fidelty. A dash of humor is contributed by the jolly Frenchman, "Bateese" whose sly raillery and irrepressible gayety relieve many a strained situation. This book by a Canadian author should appeal to Canadian readers.

JEWEL WEED.—By Alice Winter. Indianapolis: The Bobbs-Merrill Co. Toronto: McLeod & Allen. Cloth, $1.25. This is a problem novel, postulating the marriage of a high-spirited and keen-witted young American of good family and a young woman, whose sole endowment is her beauty and asking what is to become of the pair. Another happily married couple are introduced to afford contrast.

ITHURIEL'S SPEAR.—By W. H. Fitchett. Methodist Publishing House, Charles H. Kelly, London. $1.50 Cloth. The interest of this book centres around the workings of a Freethought Association in a small community in England. Fortified by a substantial endowment they, under this respectable name, secure the services of a brilliant young orator as leader

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1906 CHRISTMAS NUMBERS.

THE Christmas Scribner will contain many beautiful drawings in black and white and some remarkable reproductions in colors of paintings dealing with early Irish history by Henry McCarter. There will be stories by Kate Douglas Wiggin, F. Hopkinson Smith, W. L. Alden and others.

* * *

Everybody's Christmas Number will overflow with Christmas cheer. Eugene Wood writes "A Christmas Thought," which will warm the cockles of the most cynical heart. Thomas W. Lawson enters the field of fiction with a story of high finance. "Where the Toys Come From" by Vance Thompson will delight the children's hearts.

* * *

The Christmas Pall Mall will be a seasonable production, nearly double the size of the average issue. There will be a fine collection of short stories, well illustrated and "A Christmas in the Alps" by Mrs. Le Blond, "The Christmas Tree" by William Hyde, "The Harlequinade" by D. C. Calthrop and "Ghosts and the Spirit World" by Professor Richet.

* * *

The Christmas Metropolitan is rich in stories and illustrations. Among them are "Fanch" by Henry C. Rowland, "The Return of Cal Clawson, B.M." by Birdsall Briscoe, "The Call from the Past" by Leonard Merrick, "The Fulfillment of Prophecy" by Cecil G. Pangman, "Hunker Bill's Dog" by Arthur Stringer, etc.

* * *

Four fine color pages will appear in the Christmas Century, including "Maude Adams as Peter Pan," "The Belle of the Christmas Ball," "The Death of Eve" and "Ave Maria." There is a splendid list of short stories and a long installment of the new serial by Frances Hodgson Burnett, "The Shuttle."

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Beginning in the Christmas Number, Appleton's Magazine will contain a new serial by Maxim Gorky, entitled "Mother," the story of the uplift of a man from the depths by the power of his mother's love.

* * *

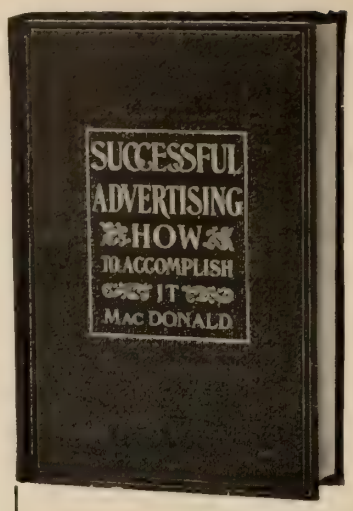
Among the readable contents of the November Chambers's Journal are "American Railway Accidents," "The New Century Frictionless Motor," "Awakening of Hudson Bay," "Advance of the Telephone," Notable Australians," "The Sovereign and the Foreign Office," "A New Illuminant."

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A new volume begins with the November number of St. Nicholas, which presents a most attractive appearance. There is a pretty animal story by Frances Hodgson Burnett and a new serial by George Madden Martin with many other attractive features.

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STATIONERY DEPARTMENT

AMONG CANADIAN STATIONERS.

SPECIAL efforts are being made at present by manufacturing stationers to push their lines of holiday papeteries. There is a good selection for the reasonable prices.

Valentines are beginning to be talked about, and none too soon. St. Valentine's day is only three months away, and those, who remember the delays of by-gone years will do well to order early.

Dealers should not forget to have on hand, before the Christmas rush, an adequate supply of those accessories so necessary about Christmas time. The envelope assortments to be used in connection with the sale of Christmas cards and calendars are always valuable, as are also the dainty holly seals to be attached to Christmas stationery. Christmas bells and similar decorations for the home and the Christmas tree, are very necessary to make the stock complete.

Prices in all the staple lines continue steady, despite labor troubles in Germany, and advances in the United States.

CREPE PAPER ART.

IT is undoubtedly owing largely to the activity of the Dennison Manufacturing Company, that crepe paper has become a staple of the trade. $50,000 are spent annually by this company to educate the people to see its decorative beauty and daily utility.

Besides this, an extensive campaign is carried on; scarcely a magazine appearing without a full-page advertisement which directs the customer to "ask the dealer for Dennison's goods." Enterprising dealers are not slow to profit by this publicity by carrying a full line to meet the demand.

Another way in which Dennison helps the dealer and builds up business is by a bureau of information about crepe paper, which supplies books of instruction and information as to the varied uses of the article.

New decorative patterns and designs are continually being planned by skilled designers and artists to meet the need of the changing times. This year's line displays many new and artistic features that must appeal strongly to every dealer who realizes the possibilities of trade in Dennison crepe paper.

FOUNTAIN PENS MORE EXPENSIVE.

ADVANCING prices in the rubber market have forced prices on the rubber used in making fountain pens 55 per cent. higher than they were ate the beginning of the year, says the American Stationer. Three advances have been made. The first was 15 per cent., which stood for three months. The next advance was 15 per cent, and that lasted three months longer. The third advance was 25 per cent., which was intended to cover any possible increase up to next January.

The rubber people have an arbitrary way of dealing with their trade which is somewhat disturbing. For example, an advance is made which is to hold good for three months, and all the rubber contracted for is sold at that price, provided it is delivered within the three months limit. But any left over costs 10 per cent additional, provided an advance is made at the end of the three months.

To save the advance users of the rubber attempt, so far as possible, to secure deliveries of their purchases inside the specified limit. But rubber men do not hurry about deliveries, and some manufacturers have paid the additional 10 per cent. the past year.

The increased cost of the rubber of which the barrels are made has made fountain pens more expensive, and manufacturers are compelled to ask more to cover the additional cost of the raw rubber. Whether another advance will be made January 1, next, is not now known, but there are some indications that the price will advance still further. Some have thought that the cost of rubber would double inside the year.

SHOWING SPRING LINES EARLY.

IN the United States, manufacturers of papeteries are already sending out salesmen with samples of spring lines. Conditions in the trade have changed materially in the past few years. Formerly spring lines were not shown, on the road, at least, until after the holiday goods were virtually out of the way. Now salesmen sometimes go out with the spring line and are so situated that they can sell holiday goods at the same time, if desired. It is an indication of the rush of modern business. It is the effort of every manufacturer to be first in the field which creates this intense rivalry. But there isn't the slightest doubt about it being a good thing for the trade. It keeps all manufacturers alert and compels them to exert extraordinary efforts to get their goods out.

TRADE RETURNS FOR AUGUST.

GOVERNMENT trade returns for the month of August are now available. The values of the principal articles imported into Canada, falling under the head of stationery, are as follows:

	Great Britain	United States	Germany.
Boxed Papers	$ 4,886	$ 11,787	
Envelopes	1,325	4,350	
Lead Pencils	4,634	9,068	8,883
Pens, Penholders, Rulers	2,915	10,596	
Writing Ink	3,493	3,635	
Playing Cards	7,136	3,275	

Compare these figures with those recorded for August, 1905.

	Great Britain	United States	Germany
Boxed Papers	$ 4,831	$ 13,694	
Envelopes	1,826	2,871	
Lead Pencils	1,360	9,286	7,154
Pens, Penholders, Rulers	4,826	7,537	
Writing Ink	1,209	3,892	
Playing Cards	2,950	3,312	

It is seen that there has been a decrease in the value of boxed papers imported, an increase in the value of envelopes, an increase in the value of lead pencils, pens,

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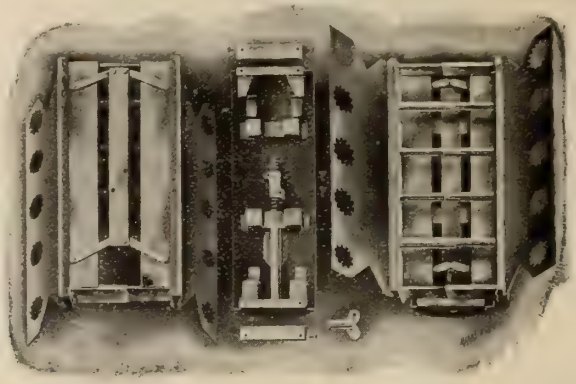
Full Leather Bound
Cannot Mar the Desk



The same cover may be used on a 1¼, 2¼ and 3-inch back. Locks and unlocks with double the speed of any Binder made.

LOOSE LEAF METALS FOR EVERY PURPOSE CARRIED IN STOCK OR MADE TO ORDER

Note the Simplicity of Construction



Note the absence of superfluous parts in mechanism. No chains or springs to get ou of order. Made of high grade cold rolled steel.

Three views showing the detailed construction of the W. J. S. Loose Leaf Blank Book Metal

THE W. J. S.
LOOSE LEAF BLANK BOOK (METAL) BOUND

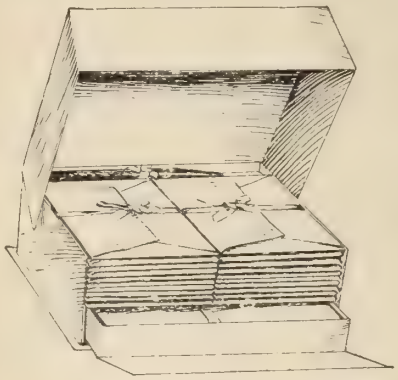
WE DO NO BINDING. Patented February 13, 1906 WE SELL METAL PARTS ONLY

Round Back Ledger Metals — Flat Back Ledger Metals — "C" Clamp Transfer Metals — Loose Sheet Order Springs — Automatic Order Binder Metals — H. G. Ring Book Metals — Eureka Price Book Metals — Newspaper Files, etc., etc.

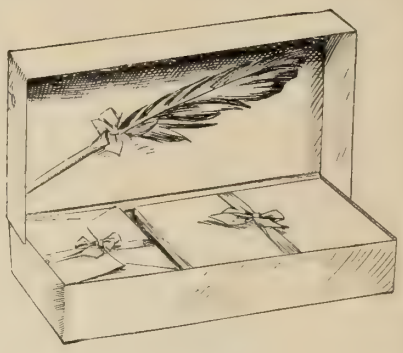
Send us your name to-day and we will send you ***FREE*** a line of Loose Leaf Literature containing valuable information on the subject.

DO IT TO-DAY BE PROGRESSIVE

THE W. J. SCHULTZ TENACITY CO., Successors to W. J. SCHULTZ **114-124 Opera Place,** Dept. Y. **CINCINNATI, OHIO**



Papeteries FOR Christmas Trade



WALDORF—24/24 - - - - $3.60 per dozen.
White, Steel Grey, Helio, Sea Blue.

ANGELUS—24/24 - - - - $3.60 per dozen.
White, Light Blue.

MOROCCO LINEN—20/20 - - - $3.60 per dozen.
White, Light Blue.

ACTAEON CLOTH—24/24 2 sizes—
Small, $1.80, Large $2.00 per dozen
White, Sea Blue

HAUTE FANTAISIE—20/20 - - $3.60 per dozen.
Cream, Grey, Sea Blue.

The COPP, CLARK COMPANY, Limited
64 and 66 Front St. West, TORONTO

penholders, rulers, writing ink and playing cards. Particularly in the items, writing ink and playing cards, has the increase been very noticeable

Of course, it is hardly fair to make comparisons when we only consider a single month's imports. For instance, large importations of playing cards may ome in in July one year and in August the next. However, from the experience of dealers, it looks as if there had been really a marked increase in the importation of the various lines not made in any quantity in Canada. The decrease in imported papeteries is what would be expected in view of the increased activity of the Canadian manufacturers

PENCILS ADVANCED IN U. S.

ACCORDING to The American Stationer, lead pencils are the latest to receive attention from the price raisers, and all pencils costing $3.60 per gross or less have been advanced 5 to 25 cents per gross. The reason assigned is the increase in cost of all materials, supplies and cedar used in the manufacture of pencils of these grades. This announcement says that all unfilled orders in hand when it was made will be billed at the old prices. A new price sheet is in course of preparation, which will be issued shortly, and it is suggested that dealers interested send for this price sheet.

The change will not affect prices in Canada where sharpened pencils, program pencils, slate pencils and any pencil on which the price is $2.75 per gross or more.

The change will not affect prices in Canada where the competition between German and American makers has brought the price down to a lower level than anywhere else in the world.

TRADE NOTES.

Joseph H. Healey, jeweler and stationer, Wheatley, Ont., has sold out his business to G. B. Hillmer.

Repeat orders for Wexford Weave notepaper and envelopes are coming in nicely at Warwick Bros. & Rutter's warehouse. This sterling brand is in great favor among the trade and the business done this fall has been far in excess of that for any previous year.

The Illustrated Post Card Co., Montreal, have largely increased their warehouse accomodation in the Temple Building to provide for increased necessities of the business. They now have a bright suite of rooms allowing for the better handling of stock and more prompt delivery of orders.

Another line, which makes good during the holiday rush, is the fancy writing set, comprising paper knife, envelope opener, pens and pencils. Warwick Bros. & Rutter show many choice sets, ranging in price from 15 cents to $3.00.

HOT-PRESSED VELLUM.

A "HOT-PRESSED" paper is one that is made more beautiful by being pressed between hot plates. It is the finest paper made, being used by artists to do their best work upon. Up to the present time the price of this paper has been so high as to make its use prohibitive for correspondence purposes. Recently, however, the Eaton-Hurlbut Paper Company of Pittsfield, Mass., have devised a means for making hot-pressed vellum, at a price that the public can afford. Thin hot-pressed vellum is fine to look upon, and is very easy to write upon as well.

Christmas Bells

RED TISSUE PAPER. QUICK SELLERS.

No. 48—40c. per doz. ***No. 84—75c. per doz.*** ***No. 94—80c. per doz.***

The following are large sized Bells and will sell readily at 25 cents and 50 cents each.

No. 104—$1.20 per doz. ***No. 114—$1.80 per doz.***

Bells strung in sets of three sizes.

No. 15885—Green, $1.75 per dozen sets
No. 15886—Red, $1.75 per dozen sets

A large variety of Flags and Garlands for decorations

The Copp, Clark Company
LIMITED

64 and 66 Front Street West, Toronto

More Higgins' Drawing Inks



CHAS. M. HIGGINS & CO.

ORIGINATORS AND MANUFACTURERS
INKS AND ADHESIVES
NEW YORK—CHICAGO—LONDON

Main Office, 271 Ninth Street } BROOKLYN, N.Y.
Factory, 240-244 Eighth Street } U.S.A.

Were sold in 1905 than any previous year of their history, by a large percentage. This is proof positive that when all is said and done, both discriminating consumers and dealers know how to sift the chaff from the wheat, and cleave to that which is good.

Higgins' Drawing Inks

are the best made, and are deservedly the Standard Liquid Drawing Inks of the World.

THE
PEERLESS
BRAND
(OF CANADIAN MANUFACTURE)

Typewriter Carbon Paper
AND
Typewriter Ribbons

Are absolutely guaranteed to give satisfaction

Pen and pencil carbon paper for order and counter check books a specialty

Upon receipt of a post card we will be glad to convince you, by quotations and samples, that we can, better than any others, satisfy your wants.

We deserve a trial because we are Canadian manufacturers. The merits of our product will deserve a continuity.

Carbon Paper and Ribbon Mfg. Co.
LIMITED
TORONTO, CANADA

CLARK BROS. & CO., LIMITED
WINNIPEG

NEWEST FICTION, BERLINER GRAMOPHONES,
HOLIDAY PAPETERIES and TABLETS, PRINTERS' SUPPLIES

Most Complete Stock in Canada for Booksellers and Printers

CLARK BROS. & CO., LIMITED
WHOLESALE STATIONERS,
WINNIPEG, MAN.

MADE IN BERKSHIRE
EATON-HURLBUT
REG'D

Canadian Office:
37 Melinda St.,
TORONTO

The BEST is Always the STANDARD

The *STANDARD* of an article is set by the *comparison* of other articles with it, so when other papers are compared to *Eaton-Hurlbut's Fine Papers*, they acknowledge that our papers are the *BEST*. *EATON'S HOT PRESSED VELLUM* is the *newest* one of these *papers*. Write for samples to-day.

Eaton-Hurlbut Paper Co.
Pittsfield, Mass.

RECEIVED Nov 14 06 to Ottawa Cut From No. 52 Page No. 56

INK

Do you want to sell an ink absolutely satisfactory—guaranteed,

WILL NOT CORRODE
WILL NOT THICKEN
SUPERIOR TO IMPORTED

Then let us quote you prices. THEY CAN'T BE BEAT.

WRITING, COPYING, CRIMSON, Etc.

CANADIAN INK CO.
37 WELLINGTON STREET
MONTREAL

Brick, Tile, Roofing, Glazed and Fancy

PAPERS

Carried in stock in a large and attractive line for the Stationery Trade.

Send for sample book 77 showing the assortment, and price list 116.

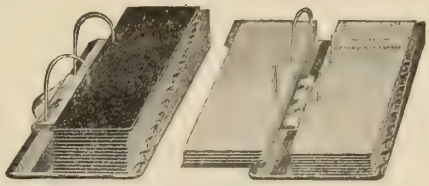
CHAS. BECK PAPER CO., LIMITED
PHILADELPHIA, PA.

JOHN HEATH'S PENS



A good pen is a good servant, and
John Heath's Pens are made to serve!
ALWAYS READY AND ALWAYS WILLING.
They were first 45 years ago, and are still leading the way. British made of British steel. Write for samples.
LONDON AGENCY
8 St. Bride St., LONDON, E.C., ENGLAND

The Ledgerette Bill File



A small, loose-leaf ledger for petty and transient accounts. Indexed, easy, simple.
Ledgerette, with 500 statements "in blank," retails at $2.00; costs dealer $12.00 per dozen.
Sample prepaid, $1.25. Write

W. R. ADAMS & CO., 40 W. CONGRESS ST., DETROIT, MICH.
Sole Manufacturers.

"ROB ROY" PENS

SOLD BY
ALL STATIONERS
in 6d., 1/- and
Gross
Boxes



This series of Pens is made of the same material, by the same tools, by the same process and at the same Works as the series of 'Waverley' Pens which Hinks, Wells & Co. have for 30 years and upwards (prior to Sept., 1901), manufactured for and supplied to the Proprietors thereof.

HINKS, WELLS & Co., Birmingham, Eng.

To Canadian Stationers:

"They come as a Boon and a Blessing to men,
The Pickwick, the Owl and the Waverley Pen."

your stock is incomplete without the Boons and Blessings—

The Waverley Series of Pens

They are irreproachable in quality and extensively advertised.

Sold by the leading wholesale houses.

Sample cards and trade price lists sent per return mail.

Macniven & Cameron, Ltd., Waverley Works, Edinburgh

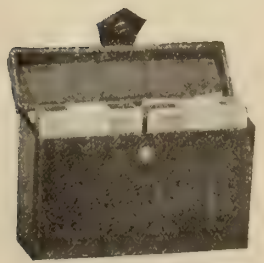
TRADE R MARK

C. F. Rumpp & Sons

Established 1850

MANUFACTURERS OF

FINE LEATHER GOODS

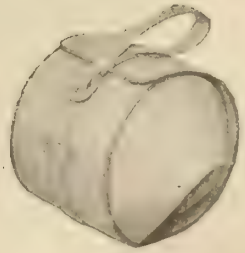


Bridge Whist Sets

WRITING CASES, HAND BAGS, MUSIC ROLLS,
PHOTO FRAMES, CIGAR CASES, POCKET FLASKS, etc., etc

PHILADELPHIA, U.S.A.

New York Salesroom: - - - 683 and 685 Broadway



Collar Rolls

VENUS PENCILS.

THE BEST THE WORLD PRODUCES
17 DEGREES—SOFTEST TO HARDEST MADE
SAMPLES AND PARTICULARS ON REQUEST.
LONDON, ENG. **AMERICAN LEAD PENCIL COMPANY,** NEW YORK



Persons addressing advertisers will kindly mention having seen their advertisement in this paper.



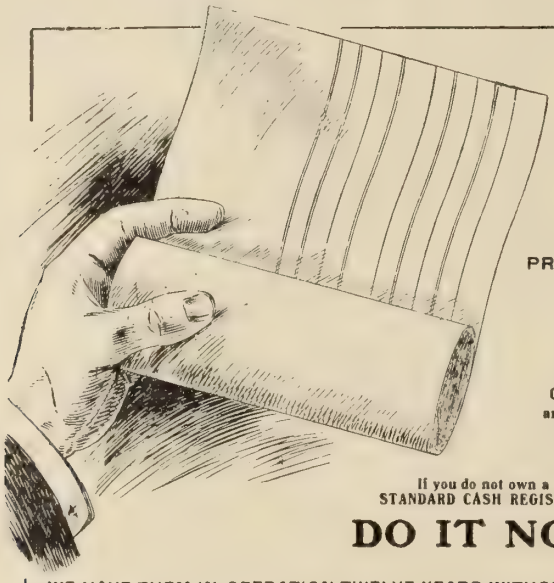
PELOUZE POSTAL SCALES
Invaluable to the Office, Store and Home

They tell instantly the exact cost of postage in cents on all mail matter. Warranted Accurate. Several sizes.

NATIONAL, 4 lbs. - - $3.75 STAR, 1 lb. - - - $2.00
UNION, 2½ lbs. - - 3.00 CRESCENT, 1 lb. - - 1.50
COLUMBIAN, 2 lbs. - 2.50

Buy through your Jobber.

PELOUZE SCALE & MFG. CO. - - Chicago.

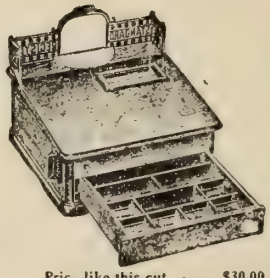


Cash Register Paper for All Kinds of Registers

Mail us your orders
Only first class Stock used

PRICES AND QUALITY GUARANTEED

Write for Catalogue and Price List



If you do not own a STANDARD CASH REGISTER

DO IT NOW

WE HAVE THEM IN OPERATION TWELVE YEARS WITHOUT REPAIRS.

Price like this cut - - $30.00
No. 1, same mechanism, plain top - - 25.00

STANDARD CASH REGISTER CO.
Wabash, Indiana, U. S. A.

Guaranteed for two years.
Five per cent off cash with order

C. Brandauer & Co.'s - Limited



SEVEN PRIZE MEDALS.

CIRCULAR POINTED PENS

These series of Pens neither scratch nor spurt. They glide over the roughest paper with the ease of a soft lead pencil. Assorted Sample Boxes, 6d., to be obtained from all Stationers. If out of stock, send 7 stamps to the Works, BIRMINGHAM. Attention is also drawn to our Patent Anti-Blotting Pens.

London Warehouse : **124, NEWGATE STREET, E. C.**

Canadian Agents: SMITH, BRIGGS & CO., 21 Richmond St. W., TORONTO

FANCY GOODS AND NOTIONS

JEWELRY AS A SIDE LINE.

THE man who is on the hunt for quick selling novelties for the Christmas trade cannot do better than devote some of his counter space to fancy jewelry. Chains, necklets, dog collars, combs, pins, etc., are the lines that experience with this stock points out as most profitable.

The wearing of some kind of chain or necklet is a popular fad, and, provided it is artistic in effect, the fashionable woman does not mind that the stones are mock, and the metal not the pure article.

The manufacturer has taken full advantage of this attitude and has provided an extensive line to sell at all prices. These goods are particularly suitable from now on, and even after the holiday rush is over a well selected stock, that is toned up with the novelties as they are introduced, will be found to be a profitable proposition.

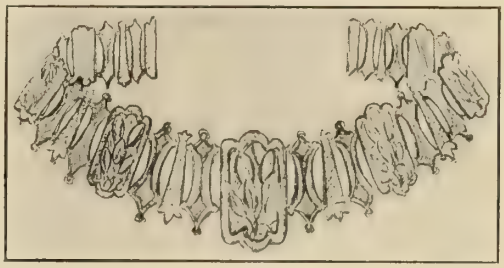
Pearls must be placed first, as they lead all along the line. Agate imitations can be had centred with pear-shaped wax beads to retail as low as 15c. Single, double and three-row necklaces, either all the one size or in graduated sizes are all selling. String pearls are also big sellers. More expensive, but still strong sellers, are the dog collar effects, the better ones with bars of brilliants, or of rolled gold with pearls.

All kinds of bead necklets are decidedly good; in fact the trade seems to be taking all it can get of them. Cut glass beads, and also dull glass beads in amethyst, sapphire, garnet, green and torquois, are all shown. Spar beads are another good line. A line of these pointed out as particularly good, had tiny chrystals or straw-colored glass between the larger ones of spar. Various shades of coral in both necklets and dog collars are becoming increasingly popular, the latest novelty in this line being of pinkish agate, showing tiny streaks in a slightly darker shade, and having the effect of pale pink coral. These come in single string necklets and form a lovely neck finish for evening wear. The growing favor in which black is regarded is well reflected in necklets and beads. Dull-finished jets are particularly good sellers, and the bright jets enjoy an almost equal popularity. Dog collars are good in both kinds, and are extra attractive when of bright jet, with bars of brilliants, giving the now fashionable black and white effect.

Carved wood beads, imitating those of bog oak, are sold by the string, but though necklets and necklaces are big sellers, there is little demand for long chains now. Delicate neck chains of fire gold, with crosses, glass hearts, or fancy pendents, are another attractive line that is in demand. Dog collars made of engraved plates of Roman gold, green gold, yellow gold, and tinted gold, connected by tiny chains, are a late novelty. These goods, can be recommended, as, notwithstanding the moderate price at which they can be retailed, they will keep their color, and they have the appearance of much more expensive goods.

Combs.

The present style of hair dressing renders a comb or several combs indispensable, not only to keep the hair in place, but also as a finishing touch to the tout ensemble of the coiffure. Not only is the vogue of combs an assured one, but the fact that better class goods are the leading sellers, should be carefully noted. Not so long ago it was the 25c. comb that the trade banked upon, whereas now it is the 75c. and the $1 combs that are the sellers. Nor is there any great persuasion necessary to sell attractive goods at higher prices. This is a fact that can be most strongly pressed when holiday buying is in progress and merchants will do well to make a strong feature of these better goods. The more expensive combs are put up in leather jewelry cases, and for all but the very cheap goods neat cardboard boxes are provided. Though side combs are selling the chief call is for the large comb, and the one with the high back and the deep teeth is the seller. The latest fashion is in favor of the comb with the curved ends. The latest novelty is the comb set with mock jewelry—amethysts, coral, topaz, sapphire, turquois, rubies, emeralds, etc. These are used alone and also in combination with brilliants. Brilliants are strong sellers, both mounted and set, though the latter style has, perhaps the preference. Cut steel is a favorite mount, and combs mounted with engraved metal, that is, a mount of fire gold, etc., will have an engraved pattern in oxidized or bright silver. Mounts of Roman gold or colored are now largely relegated to the 25c. line. There is a growing call for a good, plain shell comb to sell at 25c. to 50c., and here combs with the olives are again to the fore. Shell combs are the leading sellers, but novelties in amber and crystaline are seen. The grey or pearl, but only in the plain effect, is a good seller, the inference being that it is an old lady's comb. Safety combs are included in the novelties shown.



Dog Collar of Roman Gold.

Fancy Pins.

Fancy pins are indispensable articles now that the lingerie and lace blouses, lace yokes, and fragile fancy collars are so much worn. Beauty pins have been big sellers, but something new is now required. Dainty little broach pins are taking their place. There is not so much call for the set now, the demand centering on the single pin or brooch. Many pretty little novelties in this line are showing and they will repay stocking for the Christmas trade.

Jewelled collar supporters are another good line. There are two or three kinds on the market, but the most practical shown so far has pins that fasten into a bar of celluloid.

A WONDERFUL CODE.

To a Canadian belongs the credit of having devised the most useful and economical cable code yet invented. In "Mitchell's Self-Testing Safety Code," the extreme of condensation, combined with the utmost simplicity, has been obtained. This code, now being placed upon the market in the Dominion by the Macmillan Company of Canada, is a handsomely printed and bound volume, arranged systematically and concisely. The results obtained from it are almost startling in their comprehensiveness. Whole sentences can sometimes be codified in one word, while the time taken in accomplishing this result is marvellously short. Only those who have examined the book, can realize what can be done by means of it. Not only is the code most comprehensive; it is also safe, being provided with tests, which render mistakes next to impossible.

Users of the code will be benefitted in another way. The Mitchell Self-Testing Code Company intend to establish branches in all the principal commercial centres of the world, to which messages can be sent for translation and delivery to non-users of the code. This service will more than double the value of the code.

SOME PERSONAL NOTES.

Mr. John Heineberg, representing W. B. Conkey Co., Chicago, was noticed in Toronto recently.

Mr. Walter Street, bookseller, Bleury Street, Montreal, died last month after a short illness, aged 63 years.

Mr. William Copp, vice-president of the Copp, Clark Co., Toronto, sailed last week to visit the publishing centres of England and Scotland, in order to make arrangements for the firm's publications next year.

Congratulations are in order to Mr. John Sutherland of J. & J. Sutherland, Woodstock, on the birth of a son, Charles Robert, on Friday, October 26.

Mr. C. A. Caldwell of Dana Estes & Co. Boston, has been laid up in Toronto for the past month with a sprained ankle. He is able to be out and around on crutches now.

Mr. Henry Altemus, head of the publishing house of Henry Altemus & Co., of Philadelphia, died Oct. 20 at his home in that city from a complication of diseases. He was 73 years of age.

A visitor to the trade in Toronto this week was Mr. W. L. Taylor, buyer for T. C. Allen & Co., Halifax. Mr. Taylor reports good business down in Nova Scotia with all the Halifax stores doing a good fall trade. His own house has had an exceptionally successful year.

Mr. George R. Warwick, president of Warwick Bros. & Rutter, is off once more on his annual trip to the fancy goods centres of Europe, to secure import novelties for Christmas 1907. The opening of the import samples will take place as usual early in March.

Miss Tweedie, bookseller and stationer, Moncton, N.B., spent a few days in Toronto recently on her semi-annual buying trip. She reported business good. "In fact," said she "there are books to burn and money to burn." Miss Tweedie is always a welcome visitor to Toronto.

Last month the death occurred in Toronto of Mr. John M. O'Loughlin, who at one time carried on a stationer's business in St. James St., Montreal, and later opened a store in Winnipeg. At the time of his death Mr. O'Loughlin was connected with the Wall Street Stock Exchange.

VALENTINES



St. Valentine's Day, February 14th

We carry and control the most unique and up-to-date lines offered to the Trade.

Lace Valentines
Comic Valentines
Valentine Post Cards
Novelty Valentines

etc., etc., etc.

All our travellers are now showing samples.

The Copp, Clark Co., Limited
64 and 66 Front St. W., Toronto

The Busy Man's Magazine

The Cream of the World's Magazines
Reproduced for Busy People.

$2.00 per Year

The MacLean Publishing Co., Limited

Montreal Toronto Winnipeg

The most popular pens are

ESTERBROOK'S

MADE IN ALL STYLES

Fine Points, A1, 128, 333
Business, 048, 14, 130.
Broad Points, 312, 313, 314.
Turned-up Points, 477, 531, 1876.

CANADIAN AGENTS:

THE **BROWN BROS.**, LIMITED
TORONTO.

YOUNG BROS.

Manufacturers of

FANCY GOODS

107 CHURCH STREET
TORONTO

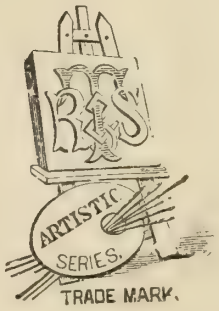
We manufacture a very exclusive line of artistic Xmas Novelties that no dealer can afford to be without.

Has Our Traveller Called on You?
If Not, Write us

PROFIT without RISK

PRIVATE GREETING CARDS

Artistic, Novel, Refined



YOU take the orders from your customers and WE execute them complete, allowing you a big discount.

SAMPLE BOOKS are ready for delivery.

We send a Sample Book gratis, with all particulars to any first-class dealer, upon request.

ADDRESS:

RAPHAEL TUCK & SONS COMPANY, Ltd.

ST. ANTOINE ST., MONTREAL

LONDON PARIS BERLIN NEW YORK

PICTURE POSTALS

Have you seen our new

ENAMEL CARDS—Illustrating principal Canadian scenery, such as the Rockies, Muskoka, Montreal, military scenes, etc. Finished in the highest possible manner. $2.00 per hundred or $17.50 per thousand.

CHRISTMAS CARDS—Large and varied stock. All prices.

LEATHER CARDS—With velvet maple leaf. Something new and original. $6.00. Large assortment of other leather cards, $3.50 up.

"GREETINGS FROM CANADA"—Actual views of Canada showing in the letters. Very neat. Sure sellers. $1.25 per hundred.

POSTAL ALBUMS—At rock bottom prices.

Illustrated Post Card Co.

Everything in Picture Postals

TEMPLE BUILDING - MONTREAL

Imperial Series Postcards

To the Trade:

Write Quick for Samples and Prices.

WE LEAD IN

Black and White

Our Colored Cards

STAND ALONE

MONTREAL TORONTO QUEBEC
OTTAWA HISTORIC SPORTING
FISHING HUNTING
NORTHWEST SCENES

ALBUMS and **RACKS**

Always adding to our already well-assorted stock.

The Picture Postcard Co.

P.O. Box 334, OTTAWA, ONT.

Picture Post Cards

Write for our new prices on Colored Picture Cards, reproduced from Photographs by our patented quadri-color process. Our clubbing proposition will interest you, and we will gladly mail samples of our latest productions. : : : :

Warwick Bros. & Rutter

LIMITED

Makers of Picture Post Cards

TORONTO

PICTURE POST CARDS

THE POST CARD SITUATION.

PEOPLE have the habit nowadays,—at least most people have, if they're not too young or too old,—of buying post cards, and naturally they always ask, "Have you anything new?" And the dealer can nearly always answer in the affirmative, for the styles of post cards vary as frequently as the seasons.

The view card worked overtime all summer and consequently is nearly exhausted. While the view card goes South for the winter, the fancy cards will take its place and from present indications will feel just as much overworked at the end of the winter and spring as the View Card does this fall. In the summer the public wanted View Cards and wanted them to show their friends at home just what they were seeing. But now everybody is back home and people are exchanging high class and fancy priced cards with people they met on their vacation. Both in Canada and the United States the tinselled card is growing in favor, while the real photo card is coming out very strong again.

A year ago the majority of dealers said comics were "dead," but in spite of their predictions the comic card is more active than ever and is, if possible, more humorous.

Up to the present time the machine made leather cards were manufactured exclusively, in the United States. Now, however, progressive firms are establishing plants of their own and will in future make their own stamped leather cards in Canada.

Perhaps no other industry has developed as rapidly as has the post card business, and it will interest some to know that Canada is far ahead of the United States in this line, post cards being comparatively unknown in some states and consequently there is still big business to look after and a continuance of the present boom is assured for some time to come, while a steady growth is anticipated where the post card is now firmly established.

ATTRACTIVE CHRISTMAS LINES.

QUITE a truimph for Canadian art has been achieved by W. G. MacFarlane, Toronto, in his various Christmas publications, notably the Maple Leaf series of post cards, calendars and booklets. These lines are purely Canadian product—Canadian artists, Canadian engravings, and Canadian printing on Canadian paper. This one feature will serve to make this series one of the popular selling lines of this season.

The Maple Leaf Series Xmas post cards are reproductions of eight paintings in oils by C. M. Manley, and the subjects chosen are a happy selection. Each card bears some typical Canadian picture tastefully decorated with maple leaves and holly.

Mr. MacFarlane's Santa Claus cards are meeting with phenomenal success. These were published rather late for last year's trade, but had a big run notwithstanding. This year the demand is very large, and the fact that the idea is being copied by a leading publishing house in the United States is sufficient proof that they will "take." They are especially designed for the young folk.

While the above lines of post cards are exclusive, Mr. MacFarlane has several other imported lines, which are also very handsome. Among these mention might be made of the Stewart & Woolf Line; the A. & M. Line, and Raphael Tuck & Sons. All numbers in these lines are very carefully selected and display a wealth of coloring, embossing, gilding, etc. Dealers should not delay in placing final orders for Xmas post cards. Last year delay resulted in loss of profits to many. There will be a big call for Xmas cards during the last few days of the season, and wise dealers will stock well in this particular Xmas line.

Mr. MacFarlane is better prepared than ever to handle mail or rush orders with satisfaction. A Christmas

A BIG ORDER.



Mr. John Sutherland of J. J. Sutherland, Woodstock, placing an order with the representative of the Copp, Clark Co., Limited, Toronto, for 25,000 local view cards, at Woodstock, September, 1906.

catalogue is being issued. It describes the different lines of post cards, Calendars, Xmas leather Cards, etc., fully illustrated

A HELP TO POST CARD DEALERS.

A DEPARTMENT that is of value to the post card dealer, has recently been organized by W. G. MacFarlane of Toronto. It is to enable the dealer in keep in touch with the newest lines and be successful. up to dateness in anything means success in that thing, and up to dateness in post cards is just as essential as in any other line.

Any dealer wishing samples of the newest things in post cards should send in his name to be placed on Mr. MacFarlane's subscription list. These samples will be sent by mail, prepaid, invoiced at the regular wholesale price and the amount charged to the regular account. After inspecting these, they can be kept for reference or sold over the counter. It would be impossible to send samples to thousands of customers without some organized system, and dealers will appreciate this new idea.

MORE NOVELTIES IN POST CARDS.

J. BEAGLES & Co. have some new things to offer Canadian buyers. They are good things too. They are going to push their mammoth Bas Relief Card in Canada for all it is worth. This card, which is three times the size of an ordinary card, is produced in bas-relief effect, either colored or uncolored, also spangled and jewelled. The coloring, of course, is all done by hand and of such fine workmanship that the cards, when framed, would do credit to any drawing room.

The "J.B." series includes a screamingly funny card called "Love, Married, Divorced." This card is a real photo showing a comedian wearing three different expressions of countenance. The amusing part is that they are all very beaming expressions,—of different kinds. This card would be included in the exhaustive range of actors and actresses, to which Beagles & Co. are constantly adding new sets. There are scenes from recent London plays in plenty.

In Sachet Cards this house has a very extensive range of a very dainty description. Beagles & Co. are convinced that they can compete with the Germans in the matter of postcard albums, and when readers of Bookseller & Stationer are writing them for catalogues of their cards, they will likely find it worth their while to make enquiries for their albums as well. The "J.B." house is at 9-11 Little Britain, London, England.

NEW AGENCY FOR VALENTINES.

VALENTINE & Sons, Montreal, have secured the sole Canadian agency for the Bamforth Life Model series of picture postal cards. These pictures are already well known on the market and are steadily growing in favor; they show a select class of life studies which are well nigh to perfection. Some of the hymns, familiar to all, are well illustrated and tend to deepen the sentiment of the words. Then from the "grave to gay," are shown a series of comic scenes taken from life and happily selected to suit almost any situation of life, and appropriate to all occasions for writing.

Another pretty series is "The Cat Series" which show studies from feline life on the bromide cards.

Ocean to Ocean

SERIES OF

Canadian View Post Cards

WE have five different series of Canadian View Cards, consisting of the most notable scenes in the different parts of Canada. If you are interested in Post Cards order a sample box of one hundred.

Warwick Bros. & Rutter, Limited

Publishers of Picture Post Cards

TORONTO

A sample parcel will at once convince you that our lines are the lines that sell.

Beagles Post Cards

PHOTOS FROM LIFE
IN RICH GLOSSY BROWN TONE

(Printed in England)

Inexhaustible Selection of New Subjects, Actors and Actresses



I WANT SOME OF BEAGLES' POST CARDS

New Series of DOGS
New Series of KITTENS
New Series of CHILDREN
New Series of XMAS CARDS
New Series of POPULAR SAYINGS
New Series of BIRTHDAY CARDS
New Series of FLOWER STUDIES
New Series of BAS RELIEFS
New Series in "POMPADOUR" and ENAMEL COLOURING.

9, 10, 11, Little Britain, London, E.C.

WILLIAM HADDON, Publisher
TIPTON, STAFFS, ENGLAND
Only Publisher of the "Haddon Series" of Pictorial Postcards
ARTISTIC AND UP-TO-DATE
Sample Parcels now ready for the trade
$1.00 Post Free

1000 Picture Postcards printed from customer's own Photos in Collotype for $3.00.
1000 Postcards printed in color for $8.00.

XMAS and NEW YEAR'S POST CARDS

Large Range of Suitable Subjects

Fancy Post Cards, Floral, Tinselled, biggest assortment in the trade.
A LEADER—**Bromo Colored Pearls,** 200 designs, per 100, **$5.00**
Special German Comic, per 1,000, **$10.00.** French and English Description, 500 designs. **$2 00** assortment of any desired lines sent upon request.

THE EUROPEAN POST CARD CO., 146 St. James St., MONTREAL

MENTION

BOOKSELLER AND STATIONER

IN WRITING TO ADVERTISERS

A SURE TIP

To the Retailer, Selling Colored Post Cards

Do not attempt to increase your sales by selling colored cards at 1c. This is the surest way to kill your trade in them.

Buy the best cards you can obtain.

If you have not seen our samples write for same.

We claim ours are in a class by themselves.

McFarlane, Son & Hodgson

Wholesale Stationers

MONTREAL

DON'T READ THIS

ALWAYS UP-TO-DATE PRETTY SALEABLE

SPRING NOVELTIES NOW READY

SOMETHING NEW DAILY!

Colour Printers to the Trade.

H. VERTIGEN & CO.

1 GUILDHALL CHAMBERS, BASINGHALL STREET, LONDON, E.C.

THE VERDICT OF ALL WHO SEE OUR COLLECTION OF PICTORIAL POST-CARDS. WRITE FOR OUR LIST.

Artistic Elegant Beautiful

Post Card Albums

We have on hand for immediate delivery a large assortment of well bound linen covered albums, with artistic cover designs in assorted colors.

The following is an especially good selling line.

Albums for	100	Cards,	$2.00	per doz.	Net
"	200	"	3.50	"	"
"	300	"	5.25	"	"
"	500	"	9.00	"	"

For import, 12 doz. or more each line, we allow 10% reduction. Place your order for the Christmas trade now with us.

Prices for more expensive albums on application.

Write for our Catalogue of Souvenir Postal Cards

Montreal Import Co.

P.O.B. 696. 17 St. John St., MONTREAL

RETURNED
May 21 '02
to Quebec
Out Book No. 27
Page No. 88
A.J.W.

IT IS NOT AN EARTHQUAKE

Pictorial Post Cards — AGENTS WANTED — Post Card Albums

THAT HAS CA USED THE STIR

English Papers — Cardboards, etc.

But the Marvellous Value Given

BY

Ferd. Anthony Horle & Co., St. John's Lane LONDON, E.C.



NEW

SOUVENIR PURSE POST CARD

TRIAL DOZ. $1.80 Postpaid

Write for prices on our Leather Cards

W. E. McGREGOR & CO., 180 VICTORIA ST. **TORONTO**

Picture Made to order only according to instructions supplied.

Specialties: Modern Heliotype styles, plain and coloured.

Post Very fine make. First class Goods only.

Well known for efficiency and high-class workmanship.

Cards

Otto Leder

Meissen 19 Saxony

Picture Post Card Manufacturer.

WHOLESALE EXPORT



ONLY FOR WHOLESALE DEALERS AND POST CARD PUBLISHERS

MARKERT & SOHN

Graphic Art Works

DRESDEN—A. Wintergartenstr, 74

MANUFACTURE:

PICTURE POST CARDS

OF ALL PROCESSES

Telegram -Address KUNSTMARKERT, DRESDEN

AS A SPECIALTY WE MAKE:

COLLOTYPE, COLOURED COLLOTYPE, DOUBLE TONE GLAZED and AUTOTYPE POST CARDS, ALBUMS

Ask for samples and quotations

W. NEUMANN & CO., Wasserthorstrasse 42, Berlin, S. 42

High-class Collotype Printers

SPECIALTY: *Collotype Postcards* TO ORDER

Hand-coloured Collotype Cards — **Glossy Collotype Cards**

Double-tone Collotype Cards — **Photochrom Collotype Cards**

ALL KINDS OF VIEW-ALBUMS AND SAMPLE SHEETS

CHEAPEST PRICES. *WHOLESALE AND EXPORT ONLY*

Among the latest arrivals are the birth cards which show some characteristic poses entitled "It's a boy" and "It's a girl." In the Bromide series are also some fine portraits of King Edward, which are taking the popular fancy.

CANADIAN PRODUCTS.

In the accompanying illustrations are shown the Canadian Girl calendar and one of the Canadian Souvenir booklets, made by W. G. MacFarlane, Toronto. The former is one of the brightest things being offered for the Christmas trade and is a credit to the publisher. In the booklets, the daintiest of coloring is found and these make one of the prettiest souvenirs of Canada imaginable. Both are the product of Canadian artists and printers.



CANADIAN CHRISTMAS BOOKLET—(W. G. MacFarlane).

A WORD TO THE WISE.

To professionals and others, who make their own mounts, attention is called to the fine series of art cover papers issued by Ferd. Anthony Horle & Co. of Cardinal House, St. John's Lane, E.C., London, these papers are issued in some very choice shades ranging from dark art right in to the light col-



CANADIAN GIRL CALENDAR.
(W. G. MacFarlane.)

ors for darker prints and afford a very complete and useful selection. As professionals, and also dealers, are using very large quantities of soft brownpaper for wrapping the season's purchases in, this firm have laid in a very large stock of their satin cap paper. This is supplied in size 20x30 inch at the low figure of 2/6 per ream by small quantities, with very large reductions for quantities up to 100 reams.

F. Anthony Horle & Co., informs Bookseller and Stationer that they will supply samples of either of the above goods to any of our readers upon receipt of trade card.

AVOID A BIG OUTLAY.

Formerly the great difficulty with buyers of picture post cards was to obtain a good variety, without a big outlay. William Haddon, pictorial post card publisher, Tipton, Staffs, England, has made arrangements to provide small or large quantities of all the latest cards in assorted parcels. The Haddon series contains high-class cards only. Mr. Haddon is prepared to make local post cards in color, collotype or half tone from customer's own negatives at lowest prices.

POST CARD NOTES.

Mr. Joseph Avon, manager of the Illustrated Post Card Co., Montreal, leaves next month for Europe, where he will spend some time in purchasing novelties, etc. for next season.

W. J. Gage & Co. have just made a very considerable reduction in prices of some of their lines of embossed post cards and can fill orders for this class of goods in ten days. They report a very large sale for their Platinum series of cards. Samples and prices will be furnished on request.

A particularly beautiful finish of enamel post cards has just been received by the Illustrated Post Card Co., Montreal. These include views of Canada's leading places and scenery in interesting series such as Montreal series, Muskoka series, etc. Cards are finished in the highest possible manner, the enamel glistening like a mirror.

Four cute Valentine post cards are shown by the Copp, Clark Co. which need only be seen to be desired. No. 169 shows a small urchin, proposing to a big-eyed girl and bears the inscription, "This is so sudden." No. 170, shows a small girl posting a letter, with the inscription, "Send my love by mail." No. 171 shows a boy handing a letter to a girl with the words, "My Heart is all for You." No. 168 shows a boy kissing his valentine girl and under the picture the one word, "Bliss."

HERE AND THERE AMONG THE JOBBERS

Personal information for the guidance of buyers of stationery and fancy goods, especially procured by "The Monthly Visitor."

The accompanying illustrations give an idea of two of Copp, Clark's assortment of holiday papeteries, Actæon cloth and Angelus. Descriptions of these and the other boxes in the series have already appeared in these columns. They are choice boxes at a low price and should sell in quantities during the Christmas rush.



HOLIDAY PAPETERIE—(Copp, Clark Co.)

* * *

Dealers should not forget to have a good stock of Maple-leaf calendars this year. There is always a demand for these peculiarly Canadian designs to send away to England or the States. The Copp, Clark Co. make a pretty four-drop calendar, a calendar booklet and a larger hanging calendar with maple leaf ornamentation.

* * *

Preparations for another big season in valentines are again being made by the Copp, Clark Co. This firm annually carry a very large assortment of staple and fancy valentines ranging in price from one cent to $15.00. The range includes lace valentines, scenic valentines, novelty and comic valentines, draps and cards. The Kanadian Komics, printed in English and French are certain to please.



HOLIDAY PAPETERIE—(Copp, Clark Co.)

Something entirely out of the ordinary in valentines has been secured by the Copp, Clark Co. in the shape of embossed picture designs, suitably inscribed and with ribbon hanger attached. These are in reality high art pictures, which will adorn the walls of any room. Prices range from 70 cents per dozen to $9.00 per dozen.

* * *

Assortments of various-sized envelopes for enclosing Christmas cards are kept in stock by the Copp, Clark Company.

* * *

W. J. Gage & Co. have just added four new papeteries to their already large assortment of high grade stationery.

* * *

The Spencerian pen case, illustrated herewith is given with an order for nine gross of Spencerian pens. The case will prove a handsome addition to the counter equipment of any stationery store.



SPENCERIAN PEN CASE.
(Copp, Clark Co.)

The Popeline Francaise is very dainty and aristocratic, the design of the box being a neat, embossed fleur-de-lis with red and gold lettering. This number is sure to satisfy the most refined and fastidious trade.

* * *

In addition to this pleasing, conventional pattern, are three handsome floral designs, all of which are very attractive and artistic. A very effective combination will be seen in the Mousseline de Paris, where a pretty wreath of roses is embossed in green and gold, and tied with a lover's knot.

* * *

The other new papeteries, the Gironde and Del Monte, are particularly rich and handsome on account of the harmonious blending of colors in the floral designs, and the effectiveness of the gold trimming on the edges of the patterns. The delicate white lily with its slender, green leaves on a pale background lends a charm to the Del Monte, which is unsurpassed even by the rich, purple iris and the scenic design of the Gironde.

The fashionable, fabric-finished paper and envelopes are most tastefully boxed with these beautifully embossed gold and colored labels. These new papeteries should interest all stationers, and appeal to the trade very largely.



W. J. Gage & Co. show a new line of fountain pen ink,

No. 1371, put up in a round red, wooden case, suitable for travelers' use, containing inside, a 3 ounce bottle of fountain pen ink. This article retails at 25c. The same firm also show another new line of fountain pen ink, No. 1377.

A handsome square bottle with composition top and packed 1 doz. in a display box. This is a very attractive 10c. bottle of fountain pen ink and gives the dealer a handsome profit.

* * *

W. J. Gage & Co. are showing three new lines in ink and white paste.

The handy water well Paste No. 1261 holds 8 ounces which is an extra large quantity. It has a centre water well in which the brush rests and the cover does not screw on but fits in a seat making a nearly air-tight joint. This article will retail for 25c, and looks to be a good one.

* * *

The Christmas assortment of papeteries made by W. J. Gage & Co. for the coming holiday trade comprises a carefully selected assortment of 16 of the best selling lines taken from their large variety of holiday papeteries. The retail prices of these papeteries run from 30c. to $1.25 each and the stock used in all of them is the high grade fabric finished paper now so much in demand. For those dealers who desire to lay in a small stock of salable holiday papeteries nothing could be more suitable. Circulars giving detailed information in regard to this set of papeteries will be furnished upon application to W. J. Gage & Co.

* * *

The stock of blank books is most complete at the warehouse of Warwick Bros. & Rutter and the firm are able to supply any line requested. Towards the close of the year, there always comes a good demand for these lines in preparation for the New Year. Dealers should see that they are ready to handle all the business that comes in their way.

* * *

Late orders for holiday papeteries will receive prompt attention from Warwick Bros. & Rutter. This firm's 1906 series contain many choice numbers, including tasty



1907 VALENTINE—(Copp, Clark Co.)

hand-painted designs, floral designs, holly designs and a large number of juveniles. Many of the boxes are suitable for other purposes, such as to hold gloves, handkerchiefs, trinkets, etc.

Decided Advantages

are given to the dealer who keeps in close touch with our lines. There is a continual supply of new papers, tints and sizes, beautiful and attractive, introduced by us. This enables the observing one to keep in stock the fashions in fine correspondence and wedding papers, and adds much to the reputation and profits, for the user of high-grade fashionable goods buys from him who handles the standard, up-to-date line.

One of the most popular of our many Fabric papers is the Aberdeen Plaid. It is distinctive, high quality and pleasing to write on.

GEO. B. HURD & CO.

Fine Paper Manufacturers

425 and 427 Broome Street, New York, U.S.A.

TRADE MARK

REGISTERED.

AN UNIQUE STUDIO.

IN the accompanying illustration is shown a picture of E. W. Savory's new studio in Bristol, England. This was an old time mansion, built by one of Bristol's early merchant princes. The house until lately the home of one of Bristol's oldest families is in excellent condition and the heavy oak woodwork and panelling throughout, lends to the studio a most artistic atmosphere. Mr. Savory has had it fitted up with separate lunch rooms for the men and girls, and has also provided five or six bathrooms, and lavatories for the employees. Altogether it is a model place. This studio is the headquarters for the private card department to which Messrs. Savory devote so much thought. The people employed in the hand coloring room are all artists of ability and none of the work is sent outside. At the International Printing and Stationery Trades exhibit held in London in July last, the publishers of Clifton and Graphic series were awarded five first class diplomas, for process of manufacture, as applied to these collections. This is of course a unique distinction in the trade.



Studio of E. W. Savory, Bristol, England.

LOOSE LEAF SUPPLY HOUSE IN CINCINNATI.

AFTER a year of success at the end of which a 10 per cent. dividend has been paid, the Tenacity Loose Leaf Metal Co. of Cincinnati has been absorbed by The W. J. Schultz-Tenacity Co. which was recently incorporated under Ohio laws for $75,000.00. The new Company has taken over the business of Mr. W. J. Schultz, who becomes its president.

Since the organization of the Tenacity Loose Leaf Metal Co. the factory of W. J. Schultz has been manufacturing the loose leaf metals for the Company under contract, but of late owing to the heavy demand for these metals, which are sold to bookbinders and stationers only, it has been deemed advisable by the managements of both concerns that they be combined. This combination has among other advantages, that of increased facilities making for prompt delivery and better prices.

Mr. Schultz's business is an old established one, and consists of the manufacture of metal specialties and model making and experimental work for the public. The "Tenacity" line of loose leaf devices are the product of this factory's inventive genius entirely.

The management of the new Company announce that several shares of both the common and preferred stock still remain in the treasury and those persons interested in a safe and profitable investment are invited to investigate, either large or small investors being welcome.

Full information in regard to this proposition, as well as in regard to their line of goods, may be obtained by writing to the office and factory of the W. J. Schultz Tenacity Co., 116-124 Opera Place, Cincinnati, O.

WALL PAPER

THE Canadian wall paper trade is in good condition. Manufacturers were busy last month filling orders to be shipped by boat. Export trade, though small, is growing, and each year sees a larger number of orders to be shipped before the close of navigation. Some factories have been working overtime to have these orders filled.

The fine landscape borders which were brought out last Spring have proven to be good sellers, and have amply repaid manufacturers for their enterprise. The heavier class of paper has sold a trifle better this year, and there has been a satisfactory demand for higher qualities.

Sanitary papers have sold exceedingly well, and larger orders have been placed than in previous years. It is noticed that these papers are of better design than usual, and that the process by which they are made washable has been improved.

IMPORTS AND EXPORTS.

DURING the month of August, last, Canada imported 40,712 rolls of wall paper from the United States, 5,583 rolls from Great Britain and 212 rolls from other sources. The value of these importations were $1,298, $1,346 and $42 respectively. During the same month she exported 134 rolls of the value of $19 to Great Britain, 200 rolls valued at $16 to the United States, 100 rolls valued at $10 to Newfoundland and 3,547 rolls, valued at $522 to other countries.

The import figures are somewhat less than those for August 1905, when we imported a total of 56,609 rolls, as against 46,507 rolls this August. The export figures fall very short of those for 1905, which gave a total of 71,152 rolls as against only 3,981 this year. This can be accounted for from the fact that Newfoundland got in her full supply during the month of August last year and only a small portion of it during August this year.

TRADE ACTIVITIES OF THE MONTH.

A. Alstron, stationer and tobacconist, Phoenix, B.C., suffered loss by fire.

Two new fireproof safes have been installed by the L. E. Waterman Company of Canada.

T. A. Argue & Co., drugs and stationery, Grenfell, have sold out to the Grenfell Drug Co.

Abraham Lang and Moses Schleifer, booksellers, Montreal, have registered as Lang & Schleifer.

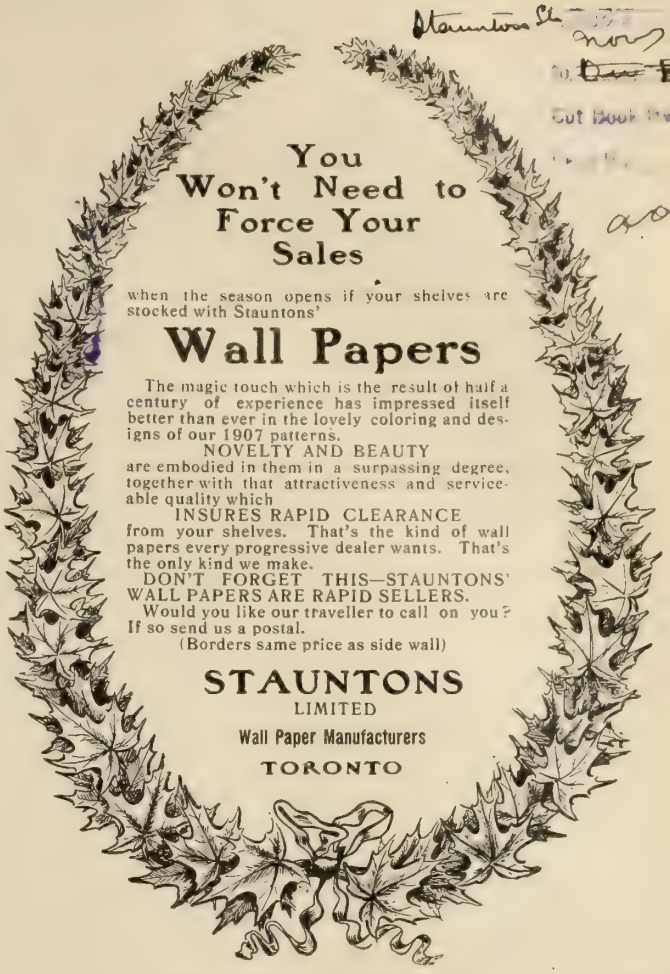
Thos. B. Welch, Strathroy, has sold his drug and fancy goods business to John Bartholomew.

William Drysdale & Co., booksellers and stationers, Montreal, have been succeeded by H. Woodcock.

The trade mark registered patent covering the words "Clip" and "Clip-cap" has just been secured by the L. E. Waterman Company of Canada.

Sweeney & McConnell, rubber stamp manufacturers and printers, Victoria, B.C., have moved to more commodious quarters on Langley St.

D. E. Hyndman has bought the book and stationery business conducted by Mr. Davidson at the corner of Westminster and Ninth Avenues, Mount Pleasant.



Dominion Photo Supply Company have been incorporated at Toronto with a capital of $40,000 to manufacture, buy, sell, use, deal in and deal with cameras and supplies.

Business is booming with W. H. Torry & Co. of New Glasgow, who run two stores in the town. Upwards of 1000 copies of magazines per month are sold over their counters.

K. W. Mackenzie, the Edmonton bookseller, has recently made an extension, forty feet long, to the rear of his store, giving increased space for stock and room for a new office.

A. C. Turnbull, bookseller and stationer, 19 King street east, Hamilton, will move one door west about the first of the year. For the next four weeks his stock of stationery, books, leather goods, wall papers, etc., will be sold at 25 per cent. off marked prices.

The L. E. Waterman Co., Ltd., have secured the Canadian patent No. 101,470 on their Clip-caps for their fountain pens. The patent has been granted to W. T. Ferris, secretary of the New York Company and a director of the Canadian Company, who is the inventor of the Clip-cap.

Waterman's Ideal fountain pens captured the Grand Prize, the highest award possible of attainment, at the Milan Exposition in Italy. The Montreal office was recently made aware of this fact, and it was a co-incidence that the next day they were notified that the exhibit made by them at the Dominion Exhibition in Halifax had been given the Gold Medal, the highest mark of merit. The Oxford Press, for bookmaking, and the Globe Wernicke people for office furniture, also received awards at Halifax.

PAYSON'S INDELIBLE INK



Trade supplied by all Leading Wholesale Drug Houses in the Dominion.

Received Highest Award Medal and Diploma at Centennial, Philadelphia, 1876; World's Fair, Chicago, 1893, and Province of Quebec Exposition, Montreal, 1897.

Standard Commercial Works.

Matte's Interest Tables,

At 4, 5, 6, 7, 8, 9 and 10 per cent. per annum, by NAPOLEON MATTE. 5th Edition. Price, $3.00.

Matte's Three Per Cent. Interest Tables,

By the same author. On fine toned paper and strongly bound. Price, $3.00.

Hughes' Interest Tables and Book of Days combined,

At 3, 3½ 4, 5, 5½, 6, 7 and 8 per cent. per annum By CHARLES M. C. HUGHES. rice, $5.00.

Hughes' Supplementary Interest Tables,

Comprising a Special Interest Table for daily ballances, showing interest for one thousand days on any amount, rates from ¼ per cent. to 3¼ per cent., inclusive. Also a table showing interest for one thousand days at 5 per cent., by means of which (in connection with Comparative Tables), interest for one thousand days can be obtained at any rate from ⅛ per cent. to 10 per cent., inclusive, and COMPARATIVE INTEREST TABLES for obtaining interest on any rate from ⅛ per cent. to 10 per cent., inclusive, on the basis of 365 days to the year in ⅛ per cent. rates. By CHARLES M. C. HUGHES. Price, $2.00

Hughes' Interest Tables,

At 6 and 7 per cent. per annum (on the basis of 365 days to the year), for one, two, three and four months and days of grace; for use in Discounting and Renewing Promissory Notes. By CHARLES M. C. HUGHES (on folded card, 14¼ x 9½) strongly bound. Price, $1.00.

Hughes' Savings Bank Interest Tables,

At 2½, 3 or 3½ per cent. (each on separate card), on the basis of one month, being 1/12 part of a year; by CHARLES M. C. HUGHES. Price, $1.00.

Buchan's Sterling Exchange Tables,

Converting sterling into Canadian currency, and *vice versa*, advancing by 8ths and 16ths, with other useful tables; by EWING BUCHAN. Second edition. Price, $4.00.

Buchan's Sterling Equivalents and Exchange Tables,

Showing the relative value, according to the rate of discount in London, in Canadian and New York systems of quotations, of bills of exchange drawn at any rate, or having any number of days to run, etc., etc., by EWING BUCHAN. Price, $4.00

Buchan's Par of Exchange (Canadian),

Giving sterling into dollars and cents and *vice versa*, from £1 upwards, also sterling equivalents, Canada into New York and *vice versa*; by EWING BUCHAN. Price (in sheets), each, 20c.; mounted (on boards), each, 35c.

The Importers' Guide,

A hand-book of advances of sterling costs in decimal currency from one penny to 1,000 pounds, with a FLANNEL TABLE, from 20 to 100 shillings per piece of 46 yards; by R. CAMPBELL and J. W. LITTLE. Cloth, 75c.; leather, $1.00

The Canadian Customs Tariff,

Revised to date, containing lists of warehousing ports in the Dominion, the Franco-Canadian treaty, extracts of Canadian Customs Act, Sterling Exchange, Francs, German Rixmark, at Cadadian Customs values, also a table of the value of francs in English money, Harbor Dues, etc., etc. Cap 8 vo, cloth. Price, 50c.

MORTON, PHILLIPS & CO.,

PUBLISHERS,

755 and 1757 Notre Dame St., MONTREAL

The BROWN BROS,. Limited, of Toronto carry a full line of our publications in stock.

LEGAL CARDS

ATWATER, DUCLOS & CHAUVIN
Advocates, Montreal
Albert W. Atwater, K.C., Consulting Counsel or City of Montreal. Chas. A. Duclos. Henry N. Chauvin.

WM A. McLEAN.
Barrister, Solicitor, Etc.
Head Office, Guelph, McLean's Block.
Branch Office, Acton, Town Hall.
Corporation, Solicitor, Etc.

ROBINSON & GREEN
Barristers, Solicitors, Etc.
John A. Robinson, John R. Green, Solicitors for the Imperial Bank of Canada, the Southern Loan & Savings Co., St. Thomas, Ont.

WHEN WRITING ADVERTISERS

PLEASE MENTION

THE BOOKSELLER AND

STATIONER

The Topaz Pencil

As good as any at any price
Better than any at the same price.

HB -- H -- HH -- HHH -- B

— AND —

Indelible Copying.

Write for Samples to

Warwick Bros. & Rutter, Limited
Wholesale Stationers, TORONTO.

SPENCERIAN STEEL PENS.

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Baldwin Commandery. March and Two-Step. By Harry J. Lincoln. Vandersloot Music Publishing Co., Williamsport, Pennsylvania.

Lovell's Montreal Directory, 1906-1907. John Lovell & Son, Limited, Montreal.

For Thou Art Holy. Anthem. By Albert Nordheimer. (Music.) The Nordheimer Piano and Music Co., Limited, Toronto.

G. E. M. Five-Step. By Myrtle de Long. Myrtle de Long, Ottawa.

Handbook of Canadian Literature. (English.) By Archibald MacMurchy, M.A., Archibald MacMurchy, Toronto.

O Jesu Saviour. Sacred Song. Words by Donald A. Fraser. Music by Mendelssohn. Harry H. Sparks, Toronto.

To You Is Born a Saviour. Sacred Song. Words and Music by Norman Lambly. Harry H. Sparks, Toronto.

When You Dream! Dream! Waltz Song. Words and Music by Chas. E. Wellinger. Harry H. Sparks, Toronto.

Just for a Little While. Song. Words and Music by Harry Herbert. Harry H. Sparks, Toronto.

Southern Airs. Medley. Arranged by W. H. Hodgins. W. H. Hodgins, Toronto.

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Mary Ann, I'd Like to be Your Man. Song. Words by Mae Sheehy. Music by Al. W. Brown. Will Rossiter, Chicago

In the Silent Deep. Song. By Tom Farrel. Will Rossiter, Chicago.

The Toilers of the Sea. Song. By Tom Farrel. Will Rossiter, Chicago.

The Sousa-Swing. March and Two-Step. By Chas. A. Brown. Will Rossiter, Chicago.

Little Girlie, You Have Caught My Eye. Words by Harold Attridge. Music by Chas. E. Mullen. Will Rossiter, Chicago.

Ye Olde Mill Stream. By Geo. L. Spaulding. Will Rossiter, Chicago.

My Irish Girl. Words by Harry Williams. Music by Egbert Van Alstyne. Jerome H. Remick & Co., New York.

Those Are Things That Happen Every Day. Words by Harry Williams. Music by Egbert Van Alstyne. Jerome H. Remick & Co., New York.

The Union of the Blue and the Gray. Words by Harry Williams. Music by Egbert Van Alstyne. Jerome H. Remick & Co., New York.

Tatters. Characteristic March and Two-Step. By Chas. Cohen. Sam Fox Publishing Co., Cleveland, Ohio.

Shenandoah. American Intermezzo Patrol. By Victor Bendel. Sam Fox Publishing Co., Cleveland, Ohio.

Ye Olde Mill. A Reverie. By Fred W. Adams. Sam Fox Publishing Co., Cleveland, Ohio.

Morrey's Directory, 1906: Carleton, Dundas, Glengarry, Grenville, Lanark, Leeds, Prescott, Renfrew, Russell, Stormont Counties and Bedford Township. Union Publishing Co. of Ingersoll, Ingersoll, Ont.

The Up-to-date Phrenological Chart. Harry Charles Kemp, Guelph.

A Rose. Waltz Song. Words and Music by Syble Straymore. Jerome H. Remick & Co., New York.

Puck of Pook's Hill. By Rudyard Kipling. (Book.) Rudyard Kipling, London, England.

The Wilbur Waltzes. Valse Brillante. By Lottie Burk Ware. Lottie Burk Ware, Montreal.

Checkers. March and Two-Step. By Geo. Lewis. Whaley, Royce & Co., Limited, Toronto.

Les Pirates du Golfe St. Laurent. (Suite d'un Drame au Labrador.) Publie dans "Le Monde Illustre: Album Universel", Montreal, Que. (Droit Temporaire d'Auteur.) Dr. V. Eugene Dick, Ste-Anne de Beaupre, Que.

A Primer of General Method: Being an Introduction to Educational Theory and Practice on the Basis of Logic. By Sydney Edward Lang. The Copp, Clark Co., Limited, Toronto.

Miscellaneous Poems. By Andrew R. Simpson. (Book.) Andrew R. Simpson, London.

Musson's Concise Parish Register. (Book.) The Musson Book Co., Limited, Toronto.

The Merchant of Venice. (Shakespeare.) Edited with Notes by Gertrude Lawler, M.A. Morang & Co., Limited, Toronto.

Religion, Christ, The Church. By Rev. G. H. Porter, M.A., S.T.D. (Book.) Rev. George H. Porter, Little Metis, Que.

He Said He Was a Friend of Mine. Words by Vincent Bryan. Music by Chas. Robinson Won't You Throw a Kiss to Me. (Linda.) Song. Music by Wm. McKenna. The Gamester. Captain Careless. (Music.) Hyacinth and Blue Bell. (Music.) Little Boy Blue. Gov. Dundee and Picadilly. Words by R. Melville Baker Music by Clifton Crawford. Sante Fe. Little and Chorus. Words by R. Melville Baker. Music by Clifton Crawford. Love O' Mine. Fenton and Virginia. Words and Music by Clifton Crawford. Larry. Words by Harry Williams. Music by Egbert Van Alstyne. Jerome H. Remick & Co., New York.

God is Near Thee. Sacred Song. Music by T. C. Jeffers, Mus. Bac., Whaley, Royce & Co., Limited, Toronto.

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Thistle Library: Pocket editions of Burns and Scott (Illustrated), Tartan Bound.

Birthday Books: (Illustrated). Bindings, Tartan Satin, Art Linen, Morocco, etc.

Giant Post Cards: Something new, beautiful chromos on large card, 9 by 7 inches, depicting celebrated Old Country scenes, cathedrals, etc.

Hand Painted Cards: Beautiful floral effects, every card painted by hand.

Harvesting Scenes: A new series of cards illustrating the gathering of Canada's famous Harvest in the Great Northwest.

Fur Traders: New series illustrating the fur traders of Northern Canada.

Typical Canadian Child Studies: First of the series: "The Little Snowshoer."

King Edward Series: New and interesting poses of our popular sovereign.

Famous Politicians: Splendid reproductions of famous English and Irish parliamentary leaders.

New Comic Series: "Harvest Girls," "The Little Brother," "Baseball Sketches," etc., etc.

Animal Series in Bromide: Something entirely new and unique in Dog Studies, Chickens, Cats, etc.

Scent Sachet Cards: Perfumes guaranteed.

Fan Post Cards: Very clever. Shows 9 views. Local editions made up.

Canadian View Cards: An enormous selection from coast to coast, in color, moonlight and black and white. Comprising choicest Lake and Mountain Scenery, Sporting Scenes, Camp Scenes, Western Life, Rural Studies, Coast Scenes and City Views.

Canadian Art Cards: In Carbon and Mezzograph. Most beautiful effects. Reproductions in the 3-color process from Oil and Water Color Paintings, by well-known Canadian Artists.

Bromide Cards: In plain, glazed and sepia, hand-colored and jewelled. Large variety, excellent subjects.

XMAS HOLIDAYS Send Orders Now. NEW YEAR

THE VALENTINE & SONS PUBLISHING CO., LIMITED

POST CARD, PHOTOGRAPHIC and FINE ART PUBLISHERS

Agents in Canada and United States for VALENTINE & SONS, Limited, Publications.

510 Coristine Bldg., MONTREAL **69 Adelaide St. East, TORONTO**

Dimity **FINE STATIONERY** *DUTCH FABRIK*

Our line of Papeteries for the Fall trade is right up to the mark, both in the appearance of the boxes and in style and quality of the contents.

Playing Cards

All the new and up-to-date backs of popular makers.

Tally Cards

Dainty and artistic are the lines for this season.

BUNTIN, GILLIES & CO., Limited

MAIL ORDERS
Receive Prompt Attention

Wholesale and Manufacturing Stationers
HAMILTON and MONTREAL

Did you ever consider how much important work is done every day by means of Typewriter Ribbons & Carbon Paper?

It's worth thinking about. It certainly removes the question of Price and resolves itself into one of Quality entirely.

We make **the line of Quality**. It's not How Much, but How Good, and ours is **Guaranteed** Goodness.

Principal Office and Factories
PARK RIDGE, N.J.

MITTAG & VOLGER

Sole Manufacturers for the Trade Only.

NEW YORK CITY, Stewart Building, 280 Broadway
CHICAGO, ILL., 108 La Salle Street
LONDON, 4 St. Paul's Churchyard, E.C.
PARIS, 5 Im Passe Reille
ZURICH, J. G. Muggli
AMSTERDAM, Benier & Co.

VOL. XXII. No. XII. Office of Publication 10 Front Street East, Toronto. PRICE $1.00 PER YEAR.

BOOKSELLER & STATIONER OF CANADA

DECEMBER 1906

The New Idea Trade Newspaper that Shows Retailers How to Sell Goods. Covers the Entire Canadian Field and has a Growing Circulation Abroad.

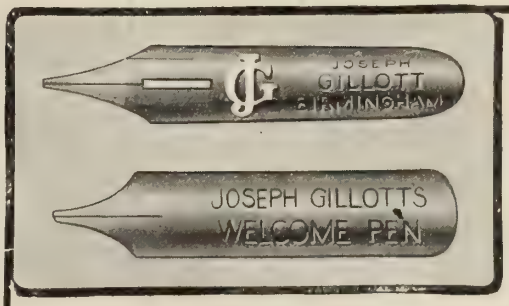
MONTREAL TORONTO WINNIPEG



It's the Solidhed Display that sells tacks

Ask your jobber or
Hawkes-Jackson Co., Makers
82 Duane Street, N. Y.



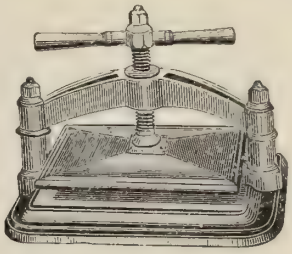


TWO ONLY of the Many Varieties of

Joseph Gillott's Pens

Every stationer should stock these, the premier pens, by the premier pen makers. Joseph Gillott's pens have long held an exclusive reputation for variety in make and shape and point, and for their perfection of finish. The founder of the firm of Joseph Gillott & Sons took out one of the original patents for the making of steel pens.

For all particulars, samples for distribution, show cards etc., apply JOSEPH GILLOTT & SONS, 37, Gracechurch Street, London, E.C.



FOR

COPYING PRESSES

ALL SIZES

from Quarto Post to largest Waybill,

WRITE THE

JAMES SMART MFG. CO.,

Brockville, Ont., or Winnipeg, Man. Limited

ESTABLISHED 1854

1907

BLANK BOOKS

Complete line ready

Small Post 8vo
Large Post 8vo
Royal 8vo
Small Post 4to
Large Post 4to
Foolscap Folio



Ledgers
Journals
Cash Books
Day Books
Minute Books
Faint Only

Two Styles of Bindings

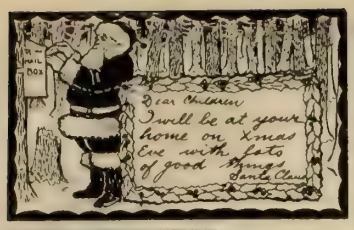
Half Russia **Half Russia Extra**

The series comprises sizes and rulings to answer every requirement of a petty account book. Do not omit to have an assortment for January sale.

Warwick Bros. & Rutter

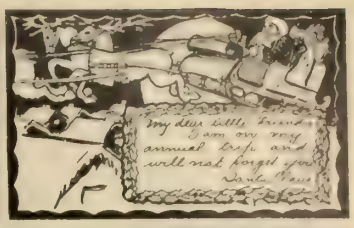
Wholesale and Manufacturing Stationers

Limited
TORONTO











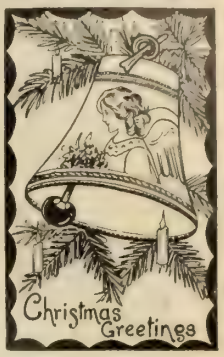
CHRISTMAS POST CARDS

Our last reminder for 1906. Do not under-estimate the number of Christmas Post Cards you will be able to sell this season. There is every indication that Christmas Post Cards are going to sell enormously.

Our Christmas Leather Post Cards are admitted to be the most unique line ever shown. Beautifully colored, $3.50 per hundred ; with the name of your town, $3.75.

Christmas Fancy Post Cards all the most popular designs, $12.00 and $15.00 per thousand.

Maple Leaf Series (as illustrated) our big selling line, $12.50 per thousand.

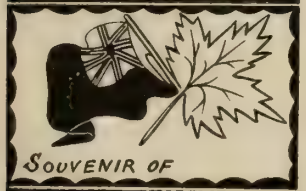


Our Canadian Winter Girl Calendar $2.50 per Dozen



Our Canadian Xmas Booklets 90 cents per Dozen







Local View Cards **Souvenir View Books**
Calendars and Booklets
Albums

Finally, we thank you for your patronage of the past year and wish you all the compliments of the season. May you enjoy a happy and a profitable Christmas.









W. G. MacFARLANE, PUBLISHER AND IMPORTER, 60-62 FRONT STREET WEST, **TORONTO, CANADA**

HOLIDAY GOODS

New Select Stock Now on Hand

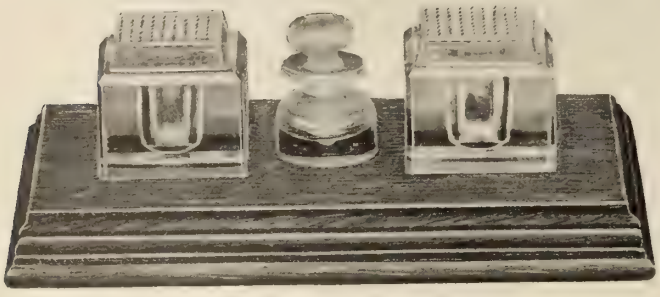
FINE LEATHER GOODS



Bags, Purses, Letter and Card Cases
Writing Portfolios, Music Rolls, etc.
Memo. Books, Price Books, Loose Leaf, etc.

DIARIES, 1907 { *OFFICE and POCKET*

Office Supplies and Stationery



Inkstands. Fine Variety, Own Make.
Cash Boxes, Letter Balances
Papeteries, Note Paper and Envelopes
Fountain and Stylo Pens
Crepe and Sheet Tissue
Waste and Document Basket

WE AIM TO HAVE THE MOST COMPLETE PAPER AND STATIONERY HOUSE IN THE DOMINION. ESTABLISHED OVER HALF A CENTURY.

BROWN BROS.

LIMITED

51-53 Wellington Street West - TORONTO



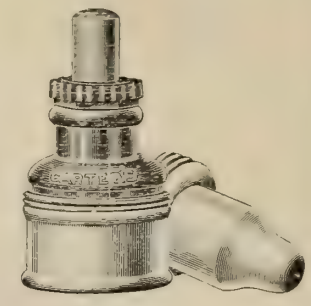
No. 511. 2-oz. bottle. Wooden Case

CARTER'S Fountain Pen Fluid

Is put up to please the

Traveling Public

HERE ARE TWO DIFFERENT STYLES.



No. 511. 1-oz. bottle. Aluminum Case.

A perfect fluid that will not clog the pen point or barrel. Has a free, even flow.

Put up in all sizes.

Every dealer should write us for particulars of our new "Public Filler Outfit."

THE CARTER'S INK CO.

Boston **New York** **Chicago** **Montreal**

"Sports" Playing Cards



LACROSSE DESIGN.

THE BEST VALUE IN THE MARKET.

ONE OF MANY VARIETIES.

Leaders in a second grade — GOOD LUCK and ST. LAWRENCE.

SPECIAL CARD FOR WHIST PLAYERS

Colonial Whist

We are headquarters for PLAYING CARDS

MADE IN CANADA.

Style and finish equal to Imported Cards.

Advertising Cards of all sorts—Novel Designs.

FOR SAMPLES AND PRICES APPLY—

The UNION CARD & PAPER CO., Limited

MONTREAL.

THE TELEPHONE

Is a companion, friend and servant combined.
Invaluable for convenience in the household.

LONG DISTANCE TELEPHONE SERVICE

Has no equal for the facility it affords in business life.
Full particulars as to rates and service at the nearest office of

THE BELL TELEPHONE COMPANY OF CANADA

WESTERN ASSURANCE COMPANY.

Incorporated 1851

FIRE AND MARINE

Head Office	Capital -	$1,500,000 00
Toronto,	Assets, over - -	3,460,000.00
Ont.	Income for 1905, over	3,680,000.00

HON. GEO. A. COX, President.

J. J. KENNY, Vice-President and Man. Director.
C. C. FOSTER, Secretary.

BRITISH AMERICA ASSURANCE COMP'Y

FIRE AND MARINE.

Incorporated 1833

CASH CAPITAL, $850,000.00.
TOTAL ASSETS, $2,119,347.89.
LOSSES PAID SINCE ORGANIZATION, $27,383,068.64.

HEAD OFFICE, - BRITISH AMERICA BUILDING,
Cor. Front and Scott Sts., Toronto.

HON. GEO. A. COX, President. J. J KENNY, Vice-President and Managing Director
P. H. SIMS, Secretary.

THE METROPOLITAN BANK

Capital Paid Up, - -	*$1,000,000*
Reserve Fund, - - -	*$1,000,000*
Undivided Profits, - -	*$ 133,133*

We Solicit Your Account

GENERAL BANKING BUSINESS

Drafts bought and sold.
Letters of credit issued.
Collections promptly attended to.

SAVINGS DEPARTMENT

open at all branches.
Interest allowed on all deposit of one dollar and upwards.



The Bookseller is the Man: "Berliner" and "Victor" the Machines.

Get the fact firmly implanted in your mind that you are the man who can and who ought to sell

Berliner Gram-o-phones Victor Talking Machines

First.—Understand these machines have prestige which means "sell-fastness."

Second.—Understand you are the natural party to retail these machines, which means that opportunity seeks the man.

Who else will the people go to for talking machines if they don't go to you?—Your competitor.

DISTRIBUTORS FOR CANADA.

Maritime Gram. Co., - -	Truro, N.S.
J. & A. McMillan, - - -	St. John, N.B.
Clark Bros. Co., Ltd., - -	Winnipeg, Man.
Dyke, Evans & Callaghan, -	Vancouver, B.C.
R. S. Williams & Sons, Ltd. -	Toronto, Ont.

Write your nearest distributor.

The Berliner Gram-o-phone Co., of Canada, Limited, Montreal

Money

CAN BE SAVED BY MEANS OF AN ENDOWMENT POLICY.

YOU CAN ONLY SECURE SUCH A POLICY WHILE YOU ARE IN GOOD HEALTH.

Pamphlets and Full Particulars regarding the New Accumulation Endowment Policy sent on application.

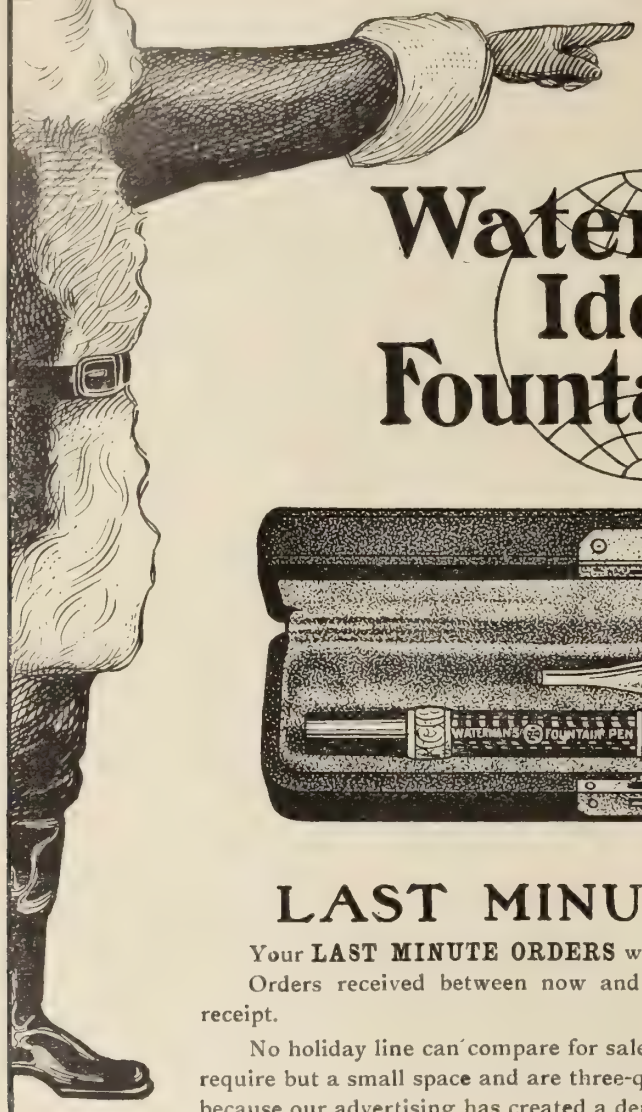
Confederation Life ASSOCIATION

W. H. BEATTY, President.

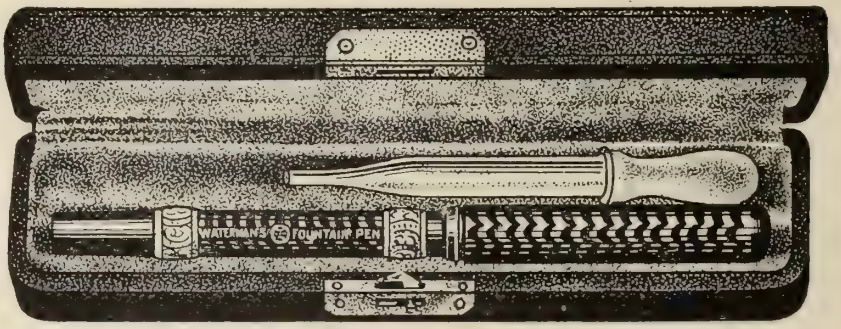
W. C. MACDONALD, ACTUARY. J. K. MACDONALD, MANAGING DIRECTOR.

HEAD OFFICE, - TORONTO, CANADA.

A Christmas Pointer



Waterman's Ideal Fountain Pen





LAST MINUTE ORDERS

Your **LAST MINUTE ORDERS** will be filled promptly.

Orders received between now and Christmas will be shipped on date of receipt.

No holiday line can compare for sales and profits with our goods. They require but a small space and are three-quarters sold when you display them, because our advertising has created a demand.

We are taking it for granted that you have a stock of Waterman's Ideal Fountain Pens on hand and want to impress you with our ability to promptly ship any orders you may receive for pens you do not carry in stock.

If You Have No Stock

write on the back of a postal card and say—"Send me a catalogue," and we will forward not only a catalogue but "Suggested Assortments" showing styles and prices of pens we furnish in the show cases which we loan.

In any event the catalogue will be useful at this time of the year—**WRITE FOR IT NOW.**

If you have our goods on hand and have not yet fill up your stock—**NOW IS THE TIME TO DO IT.**

CONE CAP
STYLE, PLAIN.

No 12	$2.50
" 13	" 3.50
" 14	" 4.00
" 15	" 5.00
" 16	" 6.00
" 17	" 7.00
" 18	" 8.00

CLIP-CAP
25¢ EXTRA

L. E. Waterman Co. of Canada, Limited
136 St. James Street, Montreal

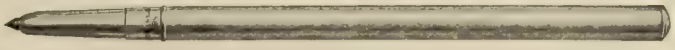
Our Best Selling Business Pencils

IN STERLING SILVER

WE OFFER below a list of best selling mounted pencils in Sterling Silver of the latest designs, and of the highest grade finish and workmanship throughout, with which we supply only "KOH-I-NOOR" Leads and Refill Pencils. These Refill Pencils and Leads are procurable everywhere.

The following adjustable pencils are entirely new and have the advantage of holding firmly any size of lead from 9H to 2B, they are easily adjusted and will not bite or snap the lead.

No. 585 Plain—Round—Sterling (Illustration ⅔ size) Retail $1.25 each



In Sets. This pencil neatly boxed with six extra "KOH-I-NOOR" Refill Leads No. 2200 in cedar wood box, as illustrated, any of the degrees from 9H to 2B . . . . . Retail $2.00 each

No. 586 Chased—Round—Sterling (Illustration ⅔ size) Retail $2.00 each



In Sets. This pencil neatly boxed with six extra "KOH-I-NOOR" Refill Leads No. 2200 in cedar wood box, as illustrated, any of the degrees from 9H to 2B . . . . . Retail $2.50 each

No. 587 Plain—Hexagon—Sterling (Illustration ⅔ size) Retail $1 75 each



In Sets. This pencil neatly boxed with six extra "KOH-I-NOOR" Refill Leads No. 2200 in cedar wood box, as illustrated, any of the degrees from 9H to 2B . . . . . Retail $2.00 each

No. 579 K Reversible Pencil, Flat—Plain—Sterling (Illustration ⅔ size) Retail $1.00 each



In Sets. This pencil neatly boxed with twelve extra "KOH-I-NOOR" Refill Pencils No. 1546m . . . . . Retail $1.50 each

No. H Slide design—Chased—Sterling (Illustration ⅔ size) Retail $1.75 each



In Sets. This pencil neatly boxed with six extra "KOH-I-NOOR" Refill Pencils HB No. 1519a . . . . . Retail $2.00 each

No. L Slide design, Cable (½ Chased)—Sterling (Illustration ⅔ size) Retail $2.00 each



In Sets. This pencil neatly boxed with six extra "KOH-I-NOOR" Refill Pencils HB No. 1519a . . . . . Retail $2.50 each

Pencils illustrated hereon are standard, as Refill Leads and Pencils are procurable everywhere, which is very important to users. Can be purchased at the leading Jewelry, Stationery, Optical and Department Stores.

Refill Leads



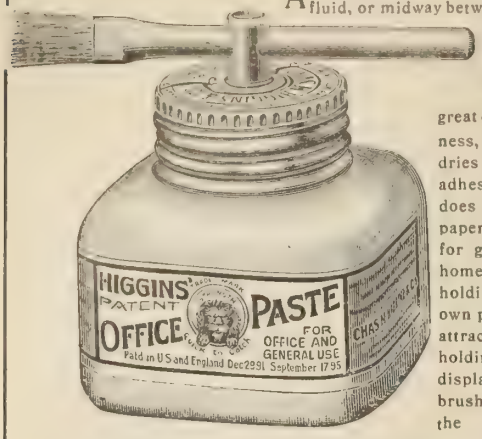
Always Procurable

All sets listed can be furnished in holly design boxes where requested

L. E. WATERMAN CO. of Canada, Limited

136 ST. JAMES STREET, MONTREAL

HIGGINS' OFFICE PASTE



A PURE, opalescent, white paste, semi-fluid, or midway between a fluid mucilage and a non-fluid or set-paste. It spreads with great ease and smoothness, catches quickly, dries readily, has great adhesive power, and does not warp the paper. Very popular for general office or home use. The brush-holding device (our own patent) forms an attractive method of holding the brush for display. In use, the brush is withdrawn, the inner disk or lining of the cap removed, and the brush passed up vertically through the cap. In this position it can be adjusted to any desired height with reference to contents, thus always insuring the proper quantity of paste on the brush. It is a spendid general paste, put up in a novel, practical and beautiful manner.

Higgins' American Drawing Inks

BLACKS AND COLORS

The Standard Liquid Drawing Inks of the World

CHAS. M. HIGGINS & CO., MANUFACTURERS

NEW YORK - CHICAGO - LONDON

Main Office and Factory, BROOKLYN, N.Y., U.S.A.

DO NOT DELAY

Order your sorting requirements NOW before the assortments get depleted.

Recent Shipments

have brought us

DOLLS

Dressed and Undressed Bisque and China
Patent and Kid Bodies.

TOYS

Mechanical, etc., comprising many new numbers and some splendid assortment lots.
Rocking Horses, etc.

FANCY BASKETS	***FANCY CHINA***
PERFUMES	***JARDINIERES***
EBONY BRUSHES	***WATER SETS***
MILITARY CASES	***MEDALLIONS***
COLLAR and CUFF BOXES	***FRAMES***
ATOMIZERS	***PAPETERIES***
SOAP BOXES	***TOY BOOKS***
CLOCKS	***GAMES***

Your mail orders will receive prompt attention. A personal visit to our improved warerooms will be found profitable to the buyer.

The SUTCLIFFE-EDMISON CO., Limited

SUCCESSORS TO

THE KELK-SUTCLIFFE CO.

70 YORK ST. (below King) TORONTO

Something New for the Festival Season

New designs in Playing Cards.

Bridge Scoring Tablets (2 sizes).

Tally Cards in endless variety.

Invitation Stationery and Cards for the little folks.

Canterbury Linen Bond Note and Envelopes. Weight suitable for foreign correspondence.

Do not fail to write us for samples of the above note.

McFarlane, Son & Hodgson

MONTREAL

DEALERS

Just Stop and Think

DO YOU KNOW how many typewriters are used in your town?

DO YOU KNOW that each one used means a market for carbon paper and typewriter ribbons?

DO YOU KNOW that a good profit can be made in supplying this market?

DO YOU KNOW that

PEERLESS BRAND

represents the **best carbon paper, typewriter ribbons and typewriter oil** that ever reached the Canadian market.

Sold to the trade only and exclusive agencies given to active dealers in unrepresented districts.

The Carbon Paper and Ribbon Mfg. Co. LIMITED

Office and Factory—34 Adelaide Street West.

TORONTO, CANADA

RAPHAEL TUCK & SONS'
"FOURTH"
Post Card
Prize Competition Series

Publishers by Appointment to Their Majesties The King and Queen

Divided into Three Separate Competitions

Competition
A—TUCK'S POST CARD CHAIN
B—HOME DECORATIONS
C—A TOUR ILLUSTRATED BY "TUCK'S" POST CARDS

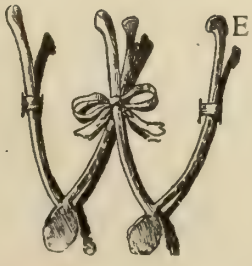
1,260 PRIZES OF THE TOTAL VALUE OF £6,666=$33,330

All particulars immediately furnished upon application

RAPHAEL TUCK & SONS CO., LIMITED
9-17 St. Antoine Street, MONTREAL

VALENTINES Carefully Selected Sample Packets, $5.00, $10 00, $25.00 **NOW READY FOR SHIPMENT**

YOUNG BROS.
Manufacturers of Fancy Goods
TORONTO



WE wish you all a very lively and profitable season's trade. It is now too busy a time to tell you of the new things for the coming year, but watch this space for announcements.

We will issue a Catalogue at the beginning of the year, and a Circular from time to time to keep you informed of what is new.

Get on our mailing list. ¶ Remember, we are makers, not jobbers.

THE BEST YET

30

Entirely New Subjects

POST CARDS

ALL ARE WORKS OF ART

"COMIC FROG" SERIES. 6 Subjects.
Nos. 135, 136, 137, 138, 139, 140. All Different.

"HUNTING" SERIES. 4 Subjects.
Nos. 121, 122, 123, 124. All Different.

"DOLLIE'S PRAYER" SERIES.
No. 130. Morning.
No. 131. Noon.
No. 132. Night.

"HEADS" SERIES. 3 Subjects.
Nos. 153. 154, 155. All Different.

"COLLEGE MASCOTS" SERIES. 5 Subjects.
Nos. 144, 145, 146, 147, 148. All Different.

"BRYSON HEADS" SERIES. 2 Subjects.
Nos 141, 142.

No. 143. CHUMS. No. 149. WHEN MOTHER WAS A GIRL. No. 150. DEBUTANTE.
No. 151. WATCHING THE PARADE. No. 152. SONG OF VICTORY.
No. 156. SEE THE CONQUERING HERO COMES. No. 158. BRINGING THE WANDERER HOME.

Each subject is put up separately and may be ordered in that way, or an ASSORTMENT of the subjects may be ordered.

PRICE $1.50 PER 100 CARDS

THESE WILL BE QUICK SELLERS

Make Selection and Order Early

THE COPP, CLARK COMPANY, LIMITED

64 & 66 Front St. W., Toronto

THE

Bookseller and Stationer

Subscription, One Dollar a Year. Single Copies, Ten Cents.

Vol. XXII. MONTREAL AND TORONTO, CANADA, DECEMBER, 1906. No. 12.

WHAT TO DO IN JANUARY

DEALERS should bestir themselves in two directions during the weeks that follow the Christmas rush. Inside the store, their best move is to arrange clearing sales and get rid as soon as possible of all left-over stock, that is liable to become dead. Outside the store, they should bestir themselves to cover the local trade in office supplies. The two departments of activity will keep trade alive during the re-action that inevitably follows on the heels of holiday excitement

Left Over Stock.

The fortunate dealer is the one, who can so skilfully gauge the demand of his neighborhood, as to provide just the right quantity of any commodity to meet requirements. But few dealers come under this category and there is usually considerable stock left over after Christmas. Of this stock, the portion that is liable to become dead stock must be got rid of at once. There are annuals for one thing; there are calendars for another; there are numerous other articles which depreciate in value markedly just after Christmas. These must not cumber your shelves. Far better sell them at one-half, one-third or one-quarter their value and pocket the money, than pay shop.rent for their storage.

Plan January Sales.

No time should be lost after Christmas Day has passed, in sticking your knife into prices. Make good use of your windows and your advertising space. For instance, suppose you are located in a market town, with a weekly newspaper as your advertising medium. Publication day is Thursday. Market day is Saturday. Get a good hot advertisement into the weekly, telling in straight language just what you are going to do on Saturday; what you are going to sacrifice and at what price. Utilize the calm of Friday to load up your windows and by means of good large show cards let the public know that you are giving them genuine bargains. They are aware that such-and-such an annual sold at $1.50 before Christmas. The boy, who didn't get one, sees that it is possible to secure a copy on Saturday for 75 cents. Will he buy? Well, likely. A choice calendar, not procurable before Christmas for less than $2.00, goes for $1.00 only two weeks later. And so on.

Staple Stock.

But in addition to the stock that should be disposed of, there is other left-over stock, especially in the book section, that may be good at other times and care should be taken to store this away so that it will not become shop-worn. This is a feature of retailing that dealers do not consider enough. We advise a thorough inspection of the whole stock after Christmas and a careful disposition of the goods, that are to be shelved away. By this means a dealer knows just where he is at and he may assure himself that his goods are in a state of preservation.

Office Supplies.

On this subject, it is impossible to speak too strongly. Stationers have allowed the trade in office supplies to slip out of their hands, to a great extent through a lack of enterprise. The old-style systems are passing away and modern ideas have been brought forward to take their place. Instead of keeping in touch with the new developments, stationers have allowed city specialists to take away their old trade. It is not too late to repair the damage and, if stationers will only wake up, there will be a chance to recover lost ground. All interested should look for a paper in our January number on the new systems of book keeping devices.

Local Travelers.

It is good policy to send out a clerk to call on the business men of the community and enquire about their office requirements. He should carry samples of your goods and, if you have adopted some of the new devices, a practical demonstration of their efficiency, should carry weight with many merchants and manufacturers.

Stock-taking.

The consensus of opinion seems to be that January is not the best time of year for stock-taking. Stocks are not at their lowest and merchants are wearied after the holiday trade. For this reason it is better to wait until May or June before going into a detailed stock-taking. In any case, it is best for the dealer to give his personal attention to the matter, as no clerk can perform the work as satisfactorily as the proprietor himself. We would recommend, however, a careful going-over of the stock as soon after Christmas as possible, in order that the dealer may see just how he came out.

Buying.

January buying need not be heavy. Some orders for office stationery and staple lines will probably be needed to keep the stock up to requirements. The dealer would do well to replenish his stock of picture post cards with some of the latest designs, as these goods are in constant demand. He should also see to it that his supply of Valentines is well-balanced and it is also time to think about Easter goods. A few books will probably appear in January and, to keep the public interested, some of these should be secured.

THE SHOW WINDOW

Hints to Amateurs.

GOOD window-dressers are usually developed by continual practice in displaying goods in their own trade. The training, however, is in most cases of a rather haphazard kind. It is seldom clear, deliberate or methodical.

The following are a few hints offered to budding window-dressers, who have, perhaps, not yet thought out for themselves what are the main essentials to be kept in view.

Practice, of course, is the chief thing, but before practice in such an art as window-dressing we must have theory. Previous to dressing a window we must have a plan.

Imagination must therefore be a principal ingredient in the successful window-dresser's composition. Some men have much more of this by nature than others. But the man who has little, can cultivate what he has to a surprising extent. When he has done so he will be able to plan good windows, and when he can plan them he will be able to dress them.

Imitation will help him to develop his own imagination. After he has learnt to copy well the efforts of otners, and perhaps to improve on them, as a result he will find himself able to think out schemes of his own.

A striking effect and the profit of his employer are the clever window-dresser's constant aims. They are the aims which also will best stimulate the imagination of the novice. He should deeply realize, too, the need of being a resourceful window-dresser in order to obtain or keep a berth.

Let him be filled with a desire to be up-to-date and a dread of being clumsy and old-fashioned in his method of showing goods.

Emulation should constantly fire him with a zeal to excel the work of any man whose displays he has the opportunity of studying.

The Value of Novelty.

A great help towards this is a keen sense of the value of novelty—the importance of making a complete change every time the window is dressed.

Such changes are more easily made by means of massed shows than by general displays. A window filled with a little of everything is unnoticed. A window filled with all one class of goods arrests the eye.

This is why massed displays pay better than mixed windows. Goods shown in a miscellaneous window show a readiness to supply a demand; but goods shown in bulk in the form of an exclusive display create a demand. They make a beholder want to buy.



DISPLAY OF CARTER'S INKS, MADE BY C. F. DAWSON, MONTREAL.

Constant observation is of immense help to the learner not only by reason of actual additions thus gained to his previous stock of knowlege, but because the habit induces a continual mental exercise. Studying and reflecting on other's windows help one to become critical and expert.

Such study should not be entirely confined to one's own trade, for oftentimes a good idea for a window worked out in one trade may easily be adapted to quite another line of business.

The Value of Contrast.

The value of contrast is worth remembering. Contrast not only of color and size but also of the position

of goods displayed. Contrast should also be borne in mind to make each separate display as distinct as possible from the last. Thus your windows and your goods will ever appear bright, fresh, clear, and striking.

Trade papers are sometimes of use to the young window-dresser because it is an increasing fashion to publish in them photographs of good displays. These, when they are sufficiently clear and suggestive, should be cut out and preserved for reference.

Use a Note-Book.

A note-book is also helpful. In it the novice can jot down his impressions of good windows he has noticed and notes as to how the goods were shown. Otherwise, if he trust to memory, many of such impressions, vivid enough at first, will gradually fade quite away. In a book he can by writing them down avoid this loss. He can also record wherein poor displays he has seen, fail and how good ones might have been still better. He might also write down ideas, which may occur to him at odd moments for future displays of his own. Moreover, he should keep account of the effect on sales of every window dressed. By so doing an at least approximate knowledge will have been gained as to what it pays best to show and the best paying way of showing it.

Suggestions on Displaying Stationery.

Note paper is an easy article for the window-dresser to work with. It is comparatively bulky and consequently showy, and it is usually done up and boxed attractively. Consequently a small quantity will go a long way in the window.

The two illustrations, in which, are shown displays of Autocrat stationery, will give a better idea than any words can do, of what is meant. Note how a pack of envelopes can be effectively arranged by pulling out two or three of them and placing them in a fan-shape.

Manufacturers, such, for instance, as the makers of Autocrat stationery, White & Wyckoff, are usually willing to supply hangers, posters, show cards, etc., which help to fill out the window. It might be mentioned in this



PRIZE STATIONERY DISPLAY.

connection, that this firm are at present offering cash prizes of $50, $25, $15, and $10, and $10.00 assortments of Autocrat stationery for the best window display of their goods. They also offer $5.00 cash prizes and other prizes to clerks for the same purpose. A phamphlet, giving full particulars, will be sent on request.

Prizes for Christmas Windows.

Last month we made editorial announcement of a prize competition for photographs of the best window displays, made between November 1, and December 31. Two money prizes were offered and a promise was made to purchase all photographs submitted, which were found



PRIZE STATIONERY DISPLAY.

to be of sufficient merit, to be reproduced in the paper. We repeat the rules.

(1). The window display must be in a Canadian store, where Bookseller and Stationer is regularly received.

(2). The display must be the work of the principal or one of the employees in the store.

(3). Photographs must be taken at the expense of the contestants and must be sent in to the Editor of Bookseller and Stationer, 10 Front Street East, Toronto, not later than January 15, 1907.

(4). Displays must be distinctly Christmas in flavor.

(5). Photographs must be of a single window; where a dealer has two holiday windows, two photographs should be submitted.

(7). Photographs must be accompanied by a written description of the contents and arrangement of the display, with the name of the window-dresser.

For the best photograph submitted in compliance with these rules, we will give a prize of $10.00 and for the second best a prize of $5.00. For any other photographs submitted, which we deem of sufficient value to reproduce, we will pay the sum of $2.00 each. As we are anxious to secure a supply of photographs of good Christmas windows, dealers should not hesitate to enter the competition, on the ground that they imagine they stand no chance of winning a prize.

The decision will be in the hands of three competent judges, whose names will be published later, and the result of the competition will be announced in our February number. We will reserve the right to hold back the publication of the prize-winning windows until next fall, should we deem it advisable.

The Canadian Ink Manufacturing Company, 37 Wellington Street, Montreal, report a gratifying increase in their business. They have, recently, added the Dominion and Quebec Provincial Governments to their list of customers.

SHOW CARD WRITING

BY CRAFTSMAN.

(Continued from November Number.)

OUR illustration is an exact reproduction of the position of the right hand while ruling edge-lines with a brush. Holding the brush slightly forward in an almost perpendicular position.



Figure 4

rest the ball of the first joint of the little finger against the side of the cardboard, so that the ball of the second finger rests on the top edge of the card, the third finger setting tightly against the second.

The thumb and index finger grasp the brush in the position indicated, so that the handle of the brush is at right angles with the upper end of the second joint of the index finger.

Raising the upper end of the card with the left hand at an angle of about 45 degrees, and resting the lower end on your table, draw your brush rapidly along the edge of the card at any distance required from its extreme outer edge. The process is repeated on all four sides. When no paper edging is used on a card which is mounted on a frame, a broad end line is often used or ruled on the edge with a wide brush, or a thin line ruled and the space to the outer edge filled in.

Circles.

The professional card writer has a large wooden compass that can outline a circle 2 feet in diameter. Amateurs can use various-sized dinner or tea plates, glasses, medals or coins, and then follow the pencil marks with a brush, making the lines with fine or coarse brush, but going over once only. For small circles a compass having a drawing pen on one side is used. For large circles one should always use a large pin or small wire nail, piercing the card and fastening to the table. Then loosen the card slightly so that it will revolve readily on the pin. Then fasten a piece of hard twine (that will not stretch) on the pin, and make a slip knot at the other end, passing your brush handle through it.

Now dip the brush into your color, and, while holding the twine taut, twirl your card from right to left and hold your brush almost upright in one position, while resting as much of its point, according to the width of line required.

Ruling Across Cards.

To rule lines on a card, to underline certain words, or to draw one or two lines across the top, bottom, and sides of a word, requires some practice before it can be properly executed. Take an ordinary straight edge or wooden ruler, rest its right lower end firmly on your card, placing the two fingers of your left hand under its left end, grasping the ruler firmly with the thumb, holding it in such a position that the entire inner upper end is completely raised from the table. Proceed to rule lines in the same manner as explained above, excepting that the ball of the second finger rests firmly against the side of the ruler and the ball of the third finger rests flat on the top of it.

When the panels to be drawn are small, use a drawing pen.

It is usually desirable to make the inner line heavy and the outer line lighter. With a brush this requires more pressure in the first instance, and a lighter touch for the finer line. For a drawing pen the width of a line can be gauged by tightening or loosening the small set screw affixed to the side of each pen. These are mostly used on small cards.

Flat Stroked Letters.

Before making the letters in the following flat stroke alphabet we would urge you to take one of your No. 1 stub pens, placed in an ordinary pen-holder, holding it exactly as you would if you were about to write backhanded in the same position as shown in Figure 5, "flat stroke pose."

Hold the dry pen over the copy given herewith. Try the letter C first, allowing every part of your pen point to touch the paper with each stroke, no matter how thin or broad the line may be.

The strokes must follow in the order of the numbers on the copy given and be written according to the position of the arrows. Now try letters O, I, E, L, and all the others. Use no pressure on the pen whatever. You are merely doing this to learn how to hold the brush for flat-stroke work and to become acquainted with the formation of the letters; then you will have gained

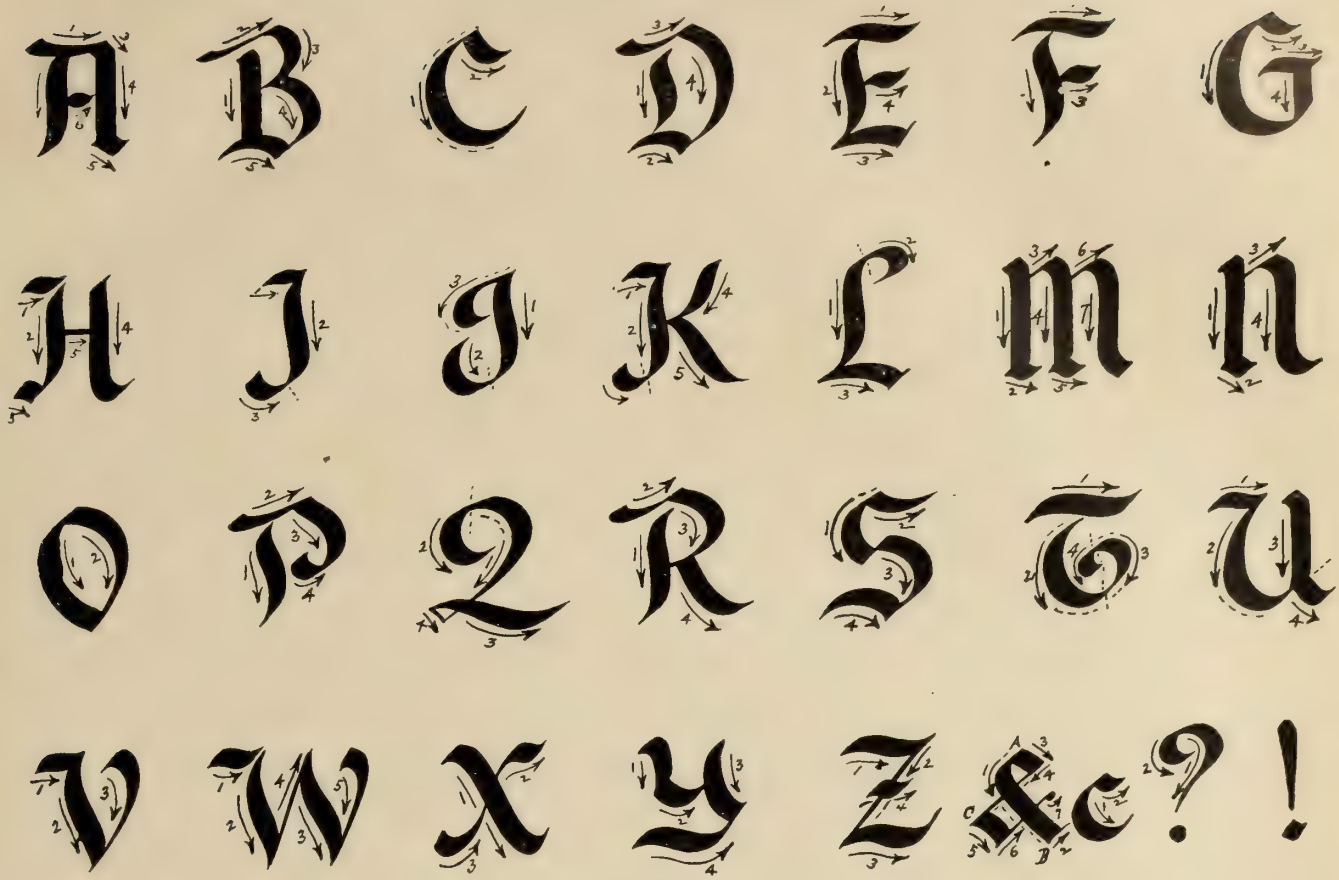


Figure 5

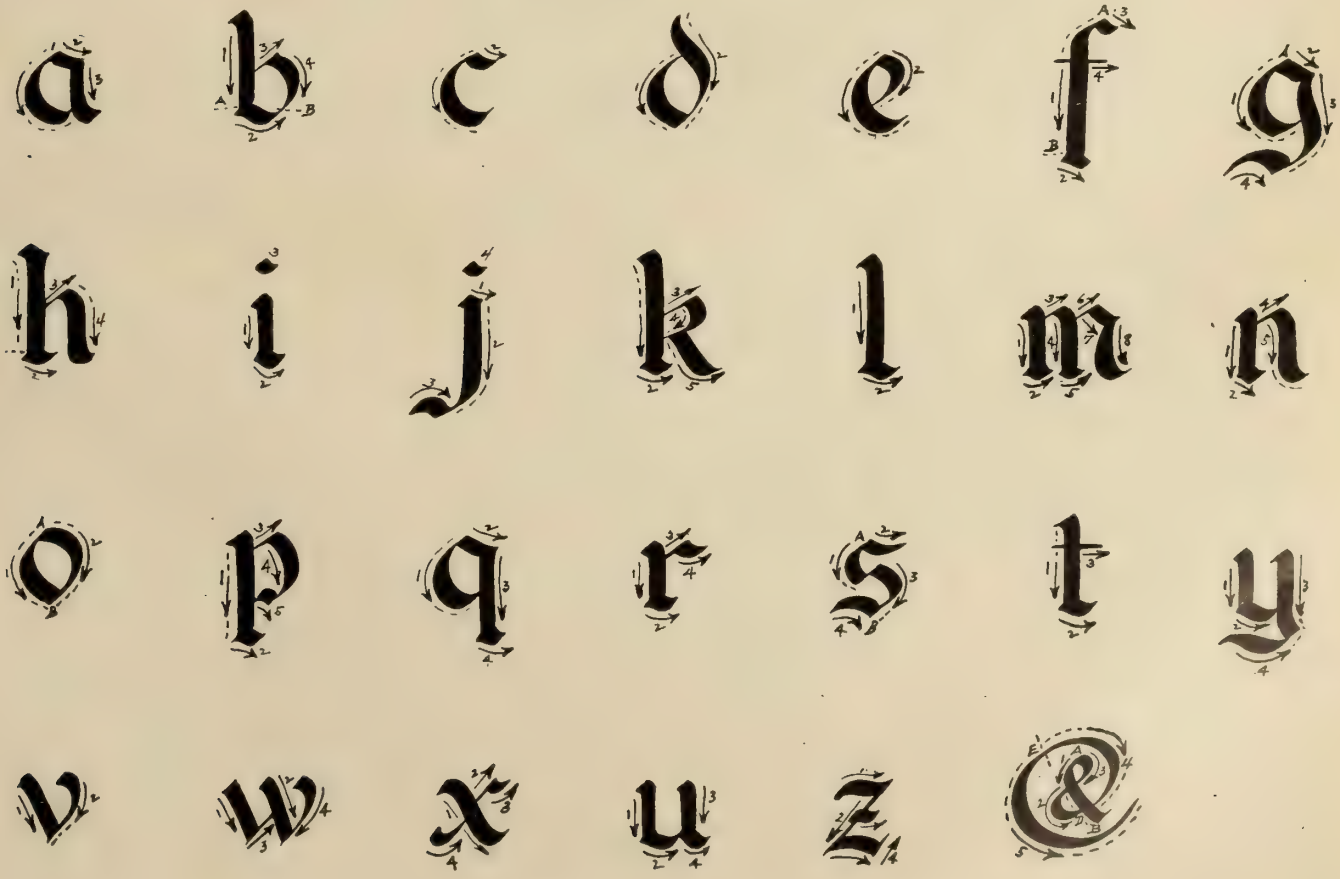
enough practice to make the brush-work a simple matter. After you make the capitals write the lower case letters. (To be continued.)

Tom (looking over his papers): "Here is a receipted bill from my tailor—three years old. Might as well tear it up." Jack: "Keep it as a curiosity."

FLAT STROKE CAPITALS.



FLAT STROKE LOWER CASE.



SOME USEFUL ADVERTISING POINTERS

A NEAT hanger hung from the top of the show window, close to the front, will be sure to attract attention. Use some dark, stiff cover paper, and hang by means of a colored cord, attached in two places. On the centre of the hanger paste the following notice, which can be easily clipped from your copy of Bookseller and Stationer. The sentiment is good, and may serve to arouse the book-buying instinct of the passer-by. Or, if the lettering appears too small, get your local printer to reproduce the words for you in larger type, using colored ink.

Utilize Your Ads.

Some stores make good use of their newspaper advertising by having the publisher of their paper, run off circulars, utilizing the type, that has already been set, for their advertisement. This can be done very cheaply; in fact, some publishers might be found, who would be willing to do it for next to nothing, in return for continued advertising patronage. Even if the size of your advertisement is small, the little circulars can be profitably used to slip in parcels that are being sent out, or inserted in books and letters. Where the advertisement is large, it will be found useful to have a bulletin board in front of the store on which copies can be pasted. Some people will be sure to be attracted by it, and may be led to patronize your store.

A Bulletin Board.

A bulletin board is a good thing any way. The good things that come in daily can be exploited through this means cheaply and effectively. Nothing but a little chalk is required. The board may have either a double face, so that it may be seen by pedestrians approaching from both directions, or it may be a single board, to be leaned up against the window or door.

Christmas Cuts in Ads.

At no other time in the year is the buying spirit so prevalent as during the holiday season. At no other time does sentiment play so important a part in business. During the weeks preceding Christmas the advertising man must do more than herald specific lines of goods. He must foster the Christmas spirit, increase Christmas sentiment, warm the hearts of his readers to a holiday cheer.

In doing so he will find a liberal use of illustrations a most efficient aid. It pays to use liberal cuts (and large ones, too), during the season of Christmas trade. Many of these will be "feature cuts," not illustrations of goods on sale, but pictorial productions symbolic of the Christmastide.

If the ad. man is working in one of our smaller cities he will probably be limited to the use of stock cuts from engraving houses, together with any Christmas cuts he can secure from manufacturers selling goods to his firm. If he is in a large city he will be permitted to spend money quite freely for original art work.

Wherever his location is, he should use Santa Claus cuts plentifully. There is something about the merry face of good old Saint Nick that has a charm for childhood and touches a warm spot in the grown-up heart. Santa, with his sled and reindeers is an old favorite; modernized we see Santa touring in a motor car.

Santa and his pack in all sorts of places and amid all sorts of amusement is a potent force in stimulating holiday trade. Their use in illustrations suggest the tree itself, and who does not at Christmas time know of one or more Christmas trees for which gifts must be provided? In appealing to cultured patronage, subjects more remotely touching Christmas Day may be used to advantage. "Bringing in the Christmas pudding." "The Angels' Christmas Carol" and "A Christmas-night Scene," drawn by artists of exceptional talent appeared in the Christmas advertising of a Chicago department store three years ago, attracting much attention to the store as a great Christmas supply centre.

o o

Christmas Books

BOOKS are the ideal gift, whether for one's nearest and dearest, or as a simple token of pleasant remembrance to an acquaintance. A book oftentimes costs no more than a pretty card, and is infinitely more satisfactory and richer in sentiment. At surprisingly small price there are multitudes of attractive texts and bindings, and, if one is fortunate enough not to have to count the cost, there are books to be had which are veritable treasures of delight. The gift of a book is in itself a delicate compliment; and where the book is chosen with sympathetic thought of the other's tastes, it takes on a value that no other gift can ever have.

Both Useful.—"Here," said the shopman, exhibiting his wares, "is something new. We call this the 'lovers' clock.' You can set it so it will take it two hours to run one hour."

"I'll take that," said Miss Weete, with a blush. "And now, if you have one that will run two hours in one hour's time or less, I think I'd like one of that kind, too."

MONTREAL.

Holiday Trade is Booming—Some Handsome Window Displays Seen—Price Cutting of Books Causing Much Comment.

Office of BOOKSELLER AND STATIONER,
232 McGill Street, Montreal,
December 1, 1906

CHRISTMAS trade started off very early this year, and there is every prospect for unprecedented sales of everything in the book and stationery line. Some very fine windows were to be seen at an early date and this fact alone had much to do with encouraging early holiday purchasing. Among the handsome calendars seen in the windows is the Maple Leaf calendar, which show the leaves grouped in artistic fashion in rich autumnal tints. They are being largely used for window decoration and are exceedingly attractive.

The McGill University magazine has in its recent issue some splendid features of great interest to the student and those interested in college life. The magazine is much larger than usual and does great credit to the committee in charge and to the publishers.

Mr. A. T. Chapman, the west end bookseller, was confined to his house through illness during last month.

Mr. F. D. Waterman of New York, President of the L. E. Waterman Fountain Pen Co., visited Canadian headquarters in Montreal last month.

Mr. T. Allen, of McLeod & Allen, Toronto, was in Montreal during last month on a business trip.

Mr. Chas. A. Musson, of the Musson Book Co., Ltd., Toronto, arrived home from England last month and paid Montreal a visit before leaving for Toronto.

Montreal travelers report rushing business in all parts of the East. They claim that never before have orders been so heavy for holiday trade. The wholesale houses have cleaned out their Christmas stock which was even larger than any previous year.

English Christmas numbers started off with a rush and are selling in greater quantities than ever before. Pete Murphy the veteran news vendor of Montreal sold over 100 copies of the "Figaro" the first morning it appeared and about the same number of "Pear's Christmas Number."

Mr. Tanguay, manager of the Montreal News Co., Ltd., speaks highly of the sale of Busy Man's Magazine and reports that the trade is becoming more interested in it as it is realized that it does not belong to the ephemeral class of publications that in the past have done much harm to the trade.

Mr. W. O. Houston, local manager for the Dennison Manufacturing Co., spent a portion of last month in Cleveland in the interests of his firm.

Mr. E. J. Kastner, Secretary for the L. E. Waterman Co., visited the New York Business Show last month where he met the representatives of Bookseller and Stationer.

The Cambridge Corporation Ltd., are negotiating for a site in Ottawa where they purpose opening a branch.

At the Fielding Banquet tendered by the Montreal Reform Club, the Honorable Rudolphe Lemieux, Postmaster General, made some significant statements with regard to the postal rates being so adjusted during the present session of Parliament that they would tend to discourage the circulation of American yellow journalism in Canada. This statement with the prospect of it being enforced has been hailed with delight by the vast majority in the trade.

During the past few weeks there has been some bitter price cutting of books going on both in book stores and the book departments of the departmental stores. Bookseller and Stationer has investigated the matter and has brought to light some facts which purport to be "causus belli." Of course, one blames the other for the present state of affairs and it is rather difficult to reach the very heart of it. It would appear that the manager of the book department of one of the largest department stores in the city orders largely from one publishing house. The manager, presumably became alarmed at the large stock of current fiction accumulating, and ordered the prices cut down. A rival department store, noticing this, at once cut even lower; from one particular book it spread to others of the most recent publications. A third store then stepped in to the fray and went the limit by offering the latest book at 80 cents. Naturally, many of the booksellers had to assert themselves as still doing business and followed suit. Some kept the book on the shelf and, if asked for it, offered it at $1.10, some others asked full price, but no attempt was made to sell it. Of course there is no illegality about this, but the state of affairs is derogatory to business and should be mutually ended.

The Timms Noble Co., wholesale and manufacturing stationers, suffered a loss through fire to the extent of $1,500 during last month.

G. M. M.

TRADE NOTES.

THE stationery and fancy goods business of J. Fred Benson, Chatham, New Brunswick, has more than doubled during the past year. The business was moved into larger quarters in December, 105, and since then, an addition has been made to accommodate his trade. A fraction of his business is picture post cards, and a sale of nearly 50,000 is reported for the past summer. The store is always attractive, well lighted, and is a model of both cleanliness and neatness. Mr. Benson also conducts a large printing and publishing business in the same town, and is proprietor of the Commercial newspaper.

Busby & Pollock, stationers, Montreal, have dissolved partnership.

Theophile Mattar, fancy goods, etc., Hawkesbury, Ont., has assigned to H. W. Lawlor.

M. E. Rodd & Company, books and stationery, Sackville, N.B., have sold out to W. R. Rodd.

W. H. Baldwin, bookseller and stationer, Toronto Junction, is advertising his business for sale.

George H. Giles, traveling salesman for the Carter's Ink Company, Boston, died suddenly at the Good Samaritan Hospital, Los Angeles, on November 3. Mr. Giles had a severe cold when he arrived in Los Angeles, but he thought nothing of it. He went to the Hollenbeck Hotel where he has always stayed when in Los Angeles and remained there until he was removed to the hospital. Uremic poisoning set in and for two days before he died he was unconscious. Mr. Giles was a native of Canada and has been the past three years in the employ of the Carter's Ink Company, representing them upon the Pacific Coast in their ribbon and carbon department and has been eminently successful in this work. Previous to this time, he was engaged in private business for a number of years in Montreal. His many friends in his home city and among the trade will be surprised and grieved to learn of his sudden death, as he was one of the most popular salesmen coming to the Coast.

THE
BOOKSELLER AND STATIONER
and Fancy Goods Review.

Published promptly on the second Wednesday of every month.

The MacLean Publishing Company, Limited

President, JOHN BAYNE MACLEAN, Montreal.

Publishers of Trade Newspapers which circulate in the Provinces of British Columbia, Saskatchewan, Alberta, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, P. E. Island and Newfoundland.

OFFICES :

CANADA—
MONTREAL (Telephone 1255) - - - 232 McGill Street
TORONTO (Telephone 2701) - - - - - 10 Front St. East.
ST. JOHN, N.B. (J. Hunter White), - - No. 3 Market Wharf.
WINNIPEG, (F. R. Munro) - Room 511 Union Bank Building. Telephone 3726

GREAT BRITAIN—
LONDON, ENG. (J. Meredith McKim) - - - 88 Fleet St. E.C. Telephone, Central 12960.
MANCHESTER, ENG. (H. S. Ashburner) - - - 18 St. Ann St.

FRANCE—
PARIS, Agence Havas, 8 Place de la Bourse.

Subscription, Canada and the United States, $1 00.
Great Britain and elsewhere - - 4s. 6d.

Cable Address : "ADSCRIPT," London ; "ADSCRIPT," Canada.

Vol. XXII. DECEMBER, 1906. No. 12

Morden Manufacturing Co., Waterbury, Conn.
Chas. Beck Paper Co., 607 Chestnut St., Philadelphia, Pa.
Boch & Kirsch, Frankfort, A-m, Germany.
Paul Elder & Co., 43 E. 19th St., New York City.
Postal Novelty Co., Milwaukee, Wis.
W. E. Blake, 123 Church St., Toronto
Hawkes-Jackson Co., 82 Duane St., New York City.
A. S. Hoyt, 90 West Broadway, New York City.

CANADIAN INK MFG. CO.—" We wish to express our appreciation of your trade paper, THE BOOKSELLER AND STATIONER as an advertising medium. We have had enquiries from as far west as Wetaskiwin, Alberta, to the Maritime Provinces, invariably resulting in the opening of new accounts."

THE BEST IS THE MOST PROFITABLE.

AS far as actual profits are concerned, cheap picture post cards are not the best for a retailer to stock. There are many reasons why this is so. Every retailer knows that there is no reliability about cheap colored views. They vary considerably in quality. If fifty cards of one particular view are examined, it will be found that, though a dozen or so are passable, many are really bad, so bad that no self-respecting retailer can offer them to his customers. That means wastage. Then again, referring to cheap view cards, if you take fifty subjects, it will generally be found that half that number are either faulty in coloring or the view is a poor one. Now, with a well-known brand of cards this is not so. The thousanth card to leave the hands of the printer is in every way as good as the first, and each view or subject is uniformly excellent. This is easily accounted for. The manufacturer cannot possibly afford to devote the necessary care and attention to the production of cheap cards, while the perfect article is only produced as the result of the utmost attention to detail in every stage of the printing process. Then, again, the retailer often suspects when he receives delivery of cheap goods that they are not up to sample. This is generally the case, for of course the traveler in cheap cards only carries with him selected specimens.

All this means worry and dissatisfaction for the retailer, worry and dissatisfaction which could be avoided if he would only realize that the best is the most profitable in the end.

* * *

That trade newspaper is the strongest and most esteemed by reader and advertiser alike, which shows how to sell goods.

* * *

THE COST OF DOING BUSINESS.

VERY few dealers seem to have any way of knowing accurately just how much money they are making or losing. They can tell in a general way how they stand by figuring out stock on hand and balance in the bank, but as for knowing whether or not they are exceeding the business of previous years, they are in the dark.

Reader, how do you stand in this matter? Do you know just how much it is costing you to do business today, yesterday or the day before yesterday? Small even though a business may be, it is easily possible for a dealer of even average intelligence to keep for himself a record which shall show him whether or not he is making or losing money.

We hope in early numbers of Bookseller and Stationer to take up this matter fully, supplying systems for reckoning the cost of doing business. It is a fruitful subject, and one which deserves the consideration of every thoughtful retailer.

* * *

Remember our prize offer for choice Christmas window displays.

* * *

WHAT CASH DISCOUNTS REPRESENT.

THE margin between buying for cash and accepting the full credit terms represents to many a merchant an amount with which he could be well satisfied without figuring on any further net profit from his business. How, in view of this, the importance of cash discounts can be overlooked is amazing. One does not have far to seek evidences of their great potency as an element in successful modern merchandizing. Take the big department stores, for instance, which are taking away by their mail order system a great deal of trade from the country merchants. Cash discounts represent the greater part—and in some cases all—of their net profit. That is how they are able to make prices which attract readily, and emulation of their policy in this respect is the first step that the small dealer must take in placing his business on such a basis that the people of his district will prefer patronizing the home market to sending abroad. Competition at the present day is so keen that the man who would attain success must figure close and hard, and pass by no short cut that presents itself. There is none that will curtail the distance which he must travel more than that to which access is gained by way of cash discounts.

In the majority of cases it will pay the merchant to

borrow money from the bank for the purpose of discounting his bills. It is easy for him to figure out how he is going to profit handsomely by doing this.

* * *

Wherein lieth the benefit of loading a merchant up with stock, without at the same time showing him how to dispose thereof?

* * *

YELLOW JOURNALISM AND POSTAL RATES.

ALMOST simultaneously with the significant statement of the Honorable Rudolphe Lemieux, Postmaster General, to the effect that during the present parliamentary session, steps would be taken towards the discouraging of the circulation of yellow journalism in Canada and that the circulation of British literature would be encouraged, there comes the news from the United States, that strenuous efforts will be made to prohibit undesirable literature from using the mails under the guise of second-class matter. From Great Britain also comes the news that the Postmaster General there purposes introducing into the House of Commons a bill which will facilitate the mailing of British literature to the colonies.

The Postmaster General of Canada may have made his statement when in possession of the facts, but be that as it may, apparently sympathetic opinions are held by the Mother Country and Canada. Some few years ago, such action was advocated in this country by representative men. It is not for us to argue the question at any length, but from the booksellers' standpoint, the efforts of the three countries are regarded with pleasure, and should promote and stimulate the sales and taste for better literature.

* * *

Do you stock picture post cards? If not, why not?

* * *

MAKE USE OF HOLLY.

A GREAT deal of holly is used for decoration purposes along about the holiday season, but not as much is employed in advertising as might be Everybody likes the cheerfulness and brightness of a bit of green with red berries. It costs so little that any retailer can afford to be lavish with it. not only in and around his store, but in the shape of little good-will gifts to his customers. A little sprig of holly slipped under the twine around every package will be favorably noticed every time.

Last year a neighboring store put out a lot of circulars during the week before Christmas, and every circular was neatly folded and held in shape by a small wooden clothespin, which also served to retain in place a sprig of holly. The weight of the clothespin kept the wind from blowing the folder away, and the holly served as a mute appeal for attention which was not denied. Did it "go?" Well, people came from a dozen blocks away—outside the store's normal territory, and asked for the circular with the holly and clothespin.

That's one way. There are dozens of others. Study out some of them, and you may be sure that the green stuff will be heartily welcome wherever it goes.

THE TARIFF ON BOOKS.

UNDER the terms of the new Canadian Customs tariff, several changes have been made in the duty on books, which will generally speaking be to advantage of the British publisher. Cloth bound books came in under the old tariff at 10 per cent., with a preference of a third off on books imported from England. In other words books of English publishers paid a duty of 6 2-3 per cent. The new tariff, while keeping the general duty at 10 per cent., places the preferential duty at 5 per cent.

Under the old tariff text books for Universities, chartered colleges and normal schools were admitted free, but books for all other schools were dutiable. The new tariff admits all school books and text books duty free.

In the item of paper bound novels and novels in sheets, the general tariff has been increased from 20 to 25 per cent. Under the old preference, the importer paid 13 1-3 per cent., while the new preferential tariff is 15 per cent. This increase is slight compared with the general increase on American paper novels.

So far as booksellers and the book-buying public are concerned, the changes will not be felt, except in so far as they may lead to an increase in the importation of British books. Publishers will probably be inclined to import more sheets from England and less from the United States, in order not to diminish their profits more than they can help, while jobbing houses will undoubtedly pay more attention to the British market.

* * *

The man, who sells goods, must buy. Therefore, let us teach retailers, how to sell, so that our advertisers may derive profit.

* * *

PRICE CUTTING OF BOOKS.

WITH the existing state of affairs in Montreal over the cutting of book prices, one is reminded of a similar state of affairs in the United States a few years ago and the subsequent upshot of the matter. In New York, Chicago and other large centres, dealers carried on a ruinous price-cutting warfare to such an extent that the trade was in a precarious condition. It was sapping the life-blood out of the business, yet efforts to reconcile the blind and hot-headed antagonists availed naught The war was carried into the publishing houses and one undersold the other. Only a few stood firm and cool throughout the fray and endeavored to straighten out the tangle. The happy result was that an association of publishers was formed and a compact agreed to which rendered underselling impossible. It was further agreed that any retailer attempting to undersell would be boycotted by the association and his source of supply thus cut off. This worked to perfection and no complaint or disturbance has since been heard.

Any attempt to form an association of the same nature in Canada would, in all probability, be decried as an attempt to form a combine to control prices, but in the face of the facts, some arrangement is essential. The bookselling business is subject to reverses much more than other businesses, and there are many things which tend to make it unprofitable.

NEWS OF THE BOOK WORLD

THE PUBLISHING FIELD.

GETTING out the big first edition of "The Doctor" has been the principal event of the month in publishing circles. Activity has reigned in every office and at the time of writing, the bulk of Fall orders have been filled and the heavy Christmas sorting trade begun. Second editions of many of the Fall books are being rapidly prepared to meet repeat orders. Representatives of the leading jobbing houses have been paying visits to the English centres, in preparation for next year's trade.

The Westminster Company estimate that the sale of "The Doctor" will reach 30,000 copies before Christmas, which will undoubtedly be the Canadian record. Special holiday editions in tartan cloth, holly and ooze calf have been brought out.

Mr. Charles J. Musson, president of the Musson Book Co., has returned from a trip to England, where he made arrangements for some attractive publications for next year. Mr. Wm. Copp of the Copp, Clark Co. and Mr. E. C. Walker of the Methodist Book and Publishing Co. have not yet returned.

The Canadian Almanac for 1907 will be published at 50 cents in paper covers and 75 cents in cloth. The advance in the price of the paper edition is caused partly by the increased size of the book and partly by the increase in the cost of manufacture. 50 cents is a better price for the bookseller than 40 cents. Anyone who wants the Almanac will pay 50 cents for it, and it yields a better profit on each book to the dealer. The cloth edition will be the same price as heretofore.

Among the recent publications of Thomas Y. Crowell & Co., New York, is "Beastly Rhymes" from the pen of Burgess Johnson, author of "Rymes for Little Children." The illustrations of the several poems are by E. Warde Blaisdell and are very appropriate. Among the large list of books pubiished by this company suited to the Christmas trade are: "Friendship" by Henry D. Thoreau. This is one of this author's most popular essays and is proving to be a popular reprint. "Germelschausen." Translated from the German of Friedrich Gerstacker by Clara M. Lathrop. This little German classic is a quaint tale of a buried German village which came to life again one day in each hundred years. "Longfellow Calendar" compiled by Anna H. Smith, contains appropriate quotations from this "household poet" adapted to each day in the year. "Saint Francis of Assisi" by Oscar Kuhns. This is a delightful study of this famous church saint and is well illustrated with pictures taken from rare prints. "The Man Without a Country" by Edward Everett Hale. This is a reprint of the little American classic of patriotism which never stales. The book is richly printed and has a frontispiece by Clyde De Land. These books are neatly bound and make very acceptable gifts.

Among the new advertisers in this month's issue of Bookseller and Stationer will be found the house of W. E. Blake, 123 Church St., Toronto, who will make a distinct specialty of Catholic prayer books, bibles, devotional books, rosaries, etc.; in fact all goods pertaining to Catholic trade. Many readers of Bookseller and Stationer have found it difficult in the past to obtain the right class of goods in this line. W. E. Blake claims to carry the largest stock of this class of goods to be found in the Dominion, and being direct importers and manufacturers are in a position to quote the most favorable prices and terms.

The Copp, Clark Co., have issued second editions of "The Man Who Rose Again" and "The Woman of Babylon" by Joseph Hocking. "The Saint" by Antonio Fogazzaro. "Prisoners" by Mary Chalmondeley. "The Dream and the Business" by John Oliver Hoobs, all of which have been in special demand.

LEADING PUBLICATIONS OF THE MONTH.

A large number of important publications have been brought out since the last issue of Bookseller and Stationer. In fact, the bulk of the Fall books appeared during November. For the benefit of sealers, short summaries of the contents of many of these are appended.

CLASS LEADER'S COMPANION 1907.—A handbook for leaders, teachers, and christian workers. London: Charles H. Kelly. This is the second annual publication. It is a neat little vest-pocket book, filled with excellent and instructive material, intended for the use of class-leaders in the Methodist Church.

FROM ROME TO CHRIST.—The Soul-History of R. le Comte. Translated by Rev. C. S. Isaacson, M.A. London: Charles J. Thynne. Cloth, 1s. Paper 6d. The story of a French priest who left the Roman Catholic Church and is now earning a livelihood in a commercial house in a large city.

RESPONSIBILITY OF GOD.—By Ambrose Shepherd. Edinburgh: Oliphant, Anderson & Ferrier. 6s. net. A tiny volume, showing how God is just and will recompense those who suffer.

HITHERTO, HENCEFORTH.—By Lady Simpson. Edinburgh: Oliphant, Anderson & Ferrier. 6d. net. A little New Year book, with reminiscences of departed saints.

LISTENING TO GOD.—By Hugh Black. Fleming H. Revell Co., Toronto. $1.25. The sermons collected in this volume were delivered during the author's pastorate in Edinburgh. They are worthy to take rank with the best specimens of pulpit oratory for the spiritual earnestness of their teaching, the lucidity of their style and the force of their appeals to men's deepest convictions of truth.

BEATITUDES OF THE OLD TESTAMENT.—By John W. Dunbar. Oliphant, Anderson & Ferrier. Edinburgh: 3s. The writer has opened up a new field of study in the Old Testament. Under his skilful interpretation the truths contained in its benedictions are unfolded in confirmation of the great doctrines of our Christian faith and at the same time their practical application to the conditions and problems of modern life are clearly enforced.

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PURPOSES OF GOD.—By Samuel Garratt. Charles J. Thynne. London: 1s. 6d. These addresses are the result of a careful and reverent study of the prophetic portions of Scripture, which relate to the Second Coming of Christ. Canon Garratt sees in the present condition of the world many signs that this dispensation is drawing to a close and that the Great Event is near at hand.

SOLDIERS AND PRACHERS TOO.—By Owen S. Watkins. London: Methodist Publishing House. 3s. 6d. A history of what has been accomplished in the army and navy of Great Britain, freely illustrated with portraits of the men who by their bravery and self-denying effort did much to alleviate and elevate the condition of the brave defenders of the Empire, including a history of the founding and development of Soldiers' Homes, to which is appended a record of the war service of Wesleyan Chaplains to the Forces. Juvenile.

FROM LOW TO HIGH GEAR.—By Edward S. Ellis. Boston: Dana Estes & Company. $1.25. A highly interesting story with a bright, snappy plot. Like

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THE WHITE PLUMES OF NAVARRE
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By Edwin Leslie. $1.00.

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By Sir A. Conan Doyle. Cloth, $1.25.

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POLLY: THE AUTOBIOGRAPHY OF A PARROT.—By Mollie Lee Clifford. New York: H. M. Caldwell & Co. $1.25. One of the animal autobiographical series, telling the life-story of a parrot from his birth in South America to the time he reaches a home where loving care is always given him.

CHATTERBOX 1906.—Boston: Dana Estes & Co. Cloth, $1.75. Illuminated boards, $1.25. Chatterbox is a splendid picture book for children. This year's volume contains over 200 full-page illustrations, including six handsome color-plates. In point of literary contents, it is quite up to the usual standard.

GOLDEN GOBLIN.—By Curtis Dunham and George Kerr. Indianapolis: The Bobbs-Merrill Co. Illuminated cover, $1.25. This lively juvenile takes the legend of the Flying Dutchman as its point of departure and tells the adventures of two little Dutch children of the present day, wrecked at sea, and taken on board the fated craft.

FATHER TUCK'S ANNUAL.—Edited by Edric Vredenburg. Montreal: Raphael Tuck & Sons Co., Ltd. A handsome book for the young, containing stories and poems in great variety and many illustrations. Several of these are in colors, handsomely executed.

SEEM SO'S.—By L. J. Bridgman. Boston: H. M. Caldwell Co. Cloth, 75 cents. On the right hand page will be found a shadow perhaps of an elephant, perhaps of a pump, perhaps even of a Russian soldier; on the next page, however, will be found the real cause of the shadow. The results are certainly funny, and will appeal to all childish readers. Clever little verses by the illustrator accompany the pictures.

Fiction.

ALEXANDER McBAIN, B.A.—By Adeline Teskey. Toronto: Fleming H. Revell Co. Cloth, $1.25. In this new story by the author of "The Village Artist," the writer pictures the actual steps in the downfall of a cultured young man with an inherited taste for drink. It is a powerful portrayal of a man's depravity.

AVENGERS.—By Headon Hill. Toronto: Poole Publishing Co. Cloth, $1.25. An exciting story of a pair of doubles, one of whom was insane. The heroine endeavors to secure the release of the insane man from an asylum by means of the other, which results in strange complications.

BENITA.—By H. Rider Haggard. Toronto: Copp, Clark Co. Cloth, $1.25. An African romance involving the fortunes of an English girl and her lover, who meet on shipboard and are subsequently wrecked and separated. After surprising adventures, they come together again.

CAPTAIN LETTARBLAIR.—Indianapolis: The Bobbs-Merrill Co. Cloth, $1.50. The first printed version of the famous play, which E. H. Sothern and Virginia Harned produced with such great success. Illustrated with photographs of the production.

CONFESSIONS OF A DETECTIVE.—By Alfred Henry Lewis. New York: A. S. Barnes & Co. Cloth, $1.50. The adventures of Inspector Val, a New York detective, narrated in Mr. Lewis' quaint yet vigorous style. The book is brimful of daring adventure.

DON-AND-DREAMS.—By Harvey J. O'Higgins. New York: Century Co. $1.50. The story of an odd, yet lovable, young Canadian, picturing him as a child, a school-boy, a University student and a writer in New York and interweaving a charming romance. Told in a delightful style by a young Canadian writer.

LOST LEADER.—By E. P. Oppenheim. Toronto: Copp, Clark Co. Cloth, $1.25. Introducing the reader into the inner political circles in England, touching on the evils of gambling and combining the elements of a very original romance, told in Oppenheim's most engrossing style.

SAUL OF TARSUS.—By Elizabeth Miller. Indianapolis: Bobbs-Merrill Co. Toronto: McLeod & Allen. Cloth, $1.25 The scenes are laid in Jerusalem, Alexandria, Rome and Damascus in the years immediately succeeding the crucifixion. The authoress of "The Yoke" pictures with graphic pen, the conditions of the day, and paints a remarkable religious romance.

SLAVE OF SILENCE.—By F. M. White. Toronto: Copp, Clark Co. $1.25. Detailing mysterious events in high society, occurring at the Royal Palace Hotel, London, with puzzling situations that mystify the reader to the very last chapter.

VIPER OF MILAN.—By Marjorie Bowen. New York: McClure, Phillips & Co. Cloth, $1.50. A sparkling Italian romance of 500 years ago, introducing the terrible figure of Visconte, Duke of Milan, a fiend incarnate, and detailing the struggle between him and Della Scala of Verona. A masterly picture of a wild period.

Miscellaneous.

CLASSIC TALES.—With an introduction by C. S. Fearenside, M.A. York Library. George Bell & Sons, London. Cloth, 2s. The volume contains Johnson's "Rasselas," Goldsmith's "Vicar of Wakefield," Sterne's "Sentimental Journey" and Walpole's "Castle of Otrants."

KRAUZ'S COMPLETE AUTOMOBILE RECORD.—Chicago: Laird & Lee. Leather, $1.00. Cloth, 50 cents. The book furnishes a record of expenditures, with spaces for reckoning cost of gasoline, carbide, tires, repairs, etc. An appendix gives automobile laws and speed table.

KRAUSZ'S A. B. C. OF MOTORING.—Chicago: Laird & Lee. Leather, $2.00. Cloth, $1.00. The book contains a dictionary of automobile terms, a synopsis of the development of the motor car, description of autocar types, the anatomy of the gasoline automobile, and full details of all the various parts and mechanisms. The chapters on the care of the automobile, troubles of the road, the art of driving, and automobile etiquette, are especially timely and pertinent, while the chapter on the manufacture of an automobile will prove of great interest to everyone.

LETTERS AND JOURNALS OF SAMUEL GRIDLEY HOWE.—Edited by his daughter, Mrs. Laura E. Richards. Vol. I. "The Greek Revolution." (Boston: Dana Estes & Co. $3.00 net.) Compiled from Dr. Howe's letters and journals of the years between 1824 and 1832, most of which time he spent in Greece, where, as army surgeon, he fought on the side of freedom against the Turks.

LOUIS' MIXED DRINKS.—With hints for the care and serving of wines. By Louis Muckensturin. Boston: H. M. Caldwell Co. Paper, 50 cents. Cloth, $1.00. This daintily designed book, oblong in shape, explains how to serve and drink wines, comments on vintages from 1880 to 1905 and gives full information on the mixing of cocktails, fizzes, high-balls, punches, cups, mixed cordials, etc.

PERSONAL MENTION.

Mr. J. Greig, bookseller and stationer, Exeter, recently called on the trade in Toronto.

Mr. Arthur Gay, who has for some time held the position of invoice clerk at the head office of the Copp, Clark Co., has been given charge of the office staff at the firm's factory.

Mr. William Copp, vice-president of the Copp, Clark Co., is expected back from his trip to England about the middle of the month, when several announcements will likely be made regarding 1907 import lines.

Mr. Charles J. Musson, president of the Musson Book Co., is back from his English trip. While in London he arranged for the publication of Canadian editions of "The Viper of Milan" by Marjorie Bowen and "Growth" by Graham Travers, both notable books of the season.

A. W. Faber's New York office, have issued a revised price list of lead and colored pencils, pencil leads and penholders, embracing many advances. There is no change either in the assortment or the list prices of their lines of rubber goods, rulers, graduating scales and calculating rules.

Bookseller and Stationer's Toronto office had a pleasant call on November 26 from Mr. John Sutherland, the pushing Woodstock bookseller. Mr. Sutherland expressed himself as well pleased with the Fall trade. We understand that, when in Toronto, Mr. Sutherland secured fine specimens of a squirrel and monkey.

By the sudden death of Mr. J. W. Burns in Montreal on November 12, the stationery trade has lost a valued friend. Mr. Burns was Montreal representative of the Copp, Clark Co., with which firm he had been identified in various capacities for many years. He was a large-hearted genial gentleman and his death is greatly regretted.



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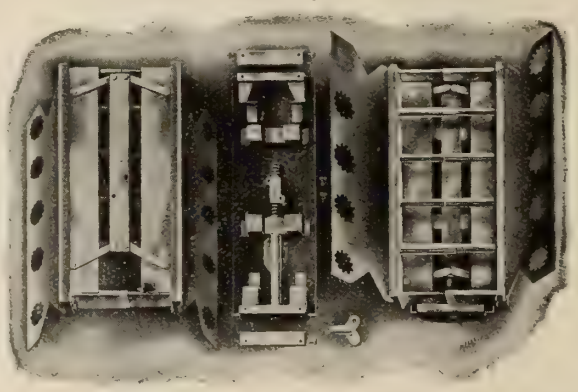
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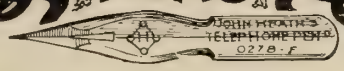
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your stock is incomplete without the Boons and Blessings—

The Waverley Series of Pens

They are irreproachable in quality and extensively advertised.

Sold by the leading wholesale houses.

Sample cards and trade price lists sent per return mail.

Macniven & Cameron, Ltd., Waverley Works, Edinburgh

THE SIGN OF THE TIMES IS THE ARTISTIC STATIONERY SIGN

It tells in a second just what your store is—
Just what the man who runs the store is—
Just what the goods in the store are.

A stationer tampering with other than the best signs has a check-rein on his own store development.

☞ Our Signs "SPEAK OUT."

The Martel - Stewart Co., Limited
MONTREAL, Canada

THE MORDEN METALS

FOR

LOOSE-LEAF BOOKS, FILES AND BINDERS

ARE MORE POPULAR THAN EVER

OUR NEW PRICE LIST

On FLUSH METALS, Mounted with MORDEN Wide-Opening Rings, as given below, shows MARKED REDUCTIONS.

Length of Strip	Sizes of Rings (Inside Dia.)				Length of Strip	Sizes of Rings (Inside Dia.)			
	½ ⅝ ¾ ⅞ & 1 in.	1¼	1½	2in.		½ ⅝ ¾ ⅞ & 1 in	1¼	1½	2in.
8 ins. and under	Per 100—$26	$30	$34	$44	16 ins. and under	Per 100—$36	$40	$44	$54
12 "	" $30	34	3	48	20 "	" 44	48	52	62

These prices apply to both stock and special sizes.

WRITE FOR DISCOUNTS

Our 1-in. and 1⅜-in. Rings for College Note-Books—Just the thing!

THE MORDEN MFG. CORPORATION, Waterbury, Conn., U.S.A.

CLARK BROS. & CO., LIMITED

WINNIPEG

NEWEST FICTION, BERLINER GRAMOPHONES,
HOLIDAY PAPETERIES and TABLETS, PRINTERS' SUPPLIES

Most Complete Stock in Canada for Booksellers and Printers

CLARK BROS. & CO., LIMITED

WHOLESALE STATIONERS,

WINNIPEG, MAN.

TRADE R MARK

C. F. Rumpp & Sons

Established 1850

MANUFACTURERS OF

FINE LEATHER GOODS



Bridge Whist Sets

WRITING CASES, HAND BAGS, MUSIC ROLLS,
PHOTO FRAMES, CIGAR CASES, POCKET FLASKS, etc., etc

PHILADELPHIA, U.S.A.

New York Salesroom : - - - 683 and 685 Broadway



Collar Rolls

A

CHRISTMAS PRESENT THAT PAYS A DIVIDEND

Some Christmas Presents are given as a token of love—some as a mark of esteem——some as a duty—some as a mark of courtesy or kindness.

Few Christmas Presents are given as a business investment, from which the donor expects to draw a dividend.

Why should there not be more presents of the latter kind during this happy Christmas season ?

Let us make a suggestion to our readers, who are all presumably proprietors of stores, in which clerks and salesmen labor for them.

Give the hands a present of a year's subscription to BOOKSELLER AND STATIONER. This is an investment. It is also a kindness.

Instruct them to take the paper home and study it and profit by its contents. This is your dividend — increased efficiency among your employees.

Let BOOKSELLER AND STATIONER help you in 1907.

Address all enquiries to

SUBSCRIPTION DEPARTMENT

BOOKSELLER AND STATIONER
10 FRONT STREET EAST - - TORONTO

The

Season's Greetings

from

The Valentine & Sons Pub. Co., Ltd.

Wishing Our Numerous Friends and Customers

A Merry Christmas and a Happy New Year

With the coming year our various lines will be largely extended to meet the growing demand for The "Valentine Series" of Post Cards, etc.

New views, new studies, new processes, new ideas, which will eclipse anything shown in Canada or elsewhere.

Post Cards, Christmas Cards, Calendars, Song Books, Children's Toy Books, Birthday Books, are a few of our special lines.

510 Coristine Bldg., Montreal
69 Adelaide St. E., Toronto.

STATIONERY DEPARTMENT

INCREASED IMPORTS.

TRADE statistics for the year ending June 30, 1906, have been issued and a study of them shows a growth in the imports of stationery lines in almost every department.

Under the caption of "ruled, border and coated papers and papeteries and boxed papers," Canada imported during the fiscal year 1906, a value of $212,695. The importation for 1905 was $181,756, a clear gain of $30,939. The imports from Britain increased from $29,355 to $43,254; and from the United States from $125,669 to $141,959.

In the item of pens, penholders and rulers, the figures are as follows: 1901, $79,166; 1905, $160,325; 1906, $180,203, with a large increase in importations from the United States.

Playing cards have also been coming in in heavier quantities: 1901, $34,645; 1905, $60,267; 1906, $67,179. The notable increase in this case has been in British cards, which have advanced from $4,998 in 1901 to $31,317 in 1906.

The figures given for envelopes are as follows: 1901, $27,416; 1905, $75,892; 1906, $64,786. While there has been a general increase, it is worth noting that there was a heavy falling off in imports from the United States between 1905 and 1906, due no doubt to increased activity on the part of Canadian manufacturers.

Writing ink holds fairly steady, with a slight falling off on British importations between 1905 and 1906. The totals for the three years are: 1901, $44,309; 1905, $58,357; 1906, $54,959.

School writing slates, imported almost entirely from the United States, are evidently in growing demand, despite a larger use of paper. 1901, $17,548; 1905, $19,811; 1906, $20,524; while slate pencils stand about normal at $3,550.

WETTING LEAD PENCILS.

THE act of putting a lead pencil to the tongue to wet it just before writing, which is habitual by many people, is one of the oddities for which it is hard to give any reason, unless it began in the days when pencils were poorer than now and was continued by example to the next generation. A lead pencil should never be wet. It hardens the lead and ruins the pencil. This fact is known to newspaper men and stenographers. But nearly ever one else does wet a pencil before using it. The fact was definitely settled by a newspaper clerk away down East. Being of a mathematical turn of mind, he ascertained by actual count that of fifty persons who came into his office to write an advertisement or a church notice, forty-nine wet a pencil in their mouths before using it. Now, this clerk always uses the best pencils, cherishing a good one with something of the pride a soldier feels in his gun or his sword, and it hurts his feelings to have his pencils spoiled. But politeness and business considerations require him to lend his pencils scores of times a day. And often, after it has been wet till it was hard and brittle and refused to mark, his feelings would overpower him. Finally he got some cheap pencils and sharpened them, and kept them to lend. The first person who took up the stock pencil was a drayman, whose breath smelt of onions and whisky. He held the point in his mouth and soaked it several minutes, while he was torturing himself in the effort to write an advertisement for a missing bulldog. Then a sweet looking young lady came into the office, with kid gloves that buttoned half the length of her arm. She picked up the same old pencil and pressed it to her dainty lips preparatory to writing an advertisement for a lost bracelet. The clerk would have stayed her hand, even at the risk of a box of the best Dixon pencils, but he was too late.—Graphite.

POINTS TO NOTE.

ALL travelers have been called in off the road, in order to let retailers give undivided attention to Christmas trade and to prepare for the first trip of the New Year. When the travelers go out on January 2, they will carry principally office and staple stationery, with Easter goods, picture post cards and early import samples as side lines.

The Christmas rush is now on and from all accounts, a good volume of business is anticipated. The early advent of cold weather has enlivened trade.

Jobbers report a big increase for the past season, placed by one house at twenty-five per cent. There has been a larger demand than ever for cards, calendars, Christmas decorations and peculiarly Christmas goods.

The tariff changes will have but little effect on the stationery department, though the general tendency will be to let in more foreign goods. This will mean keener competition for home manufacturers and should keep down prices.

Prices in the United States have been advanced in all lines. The latest advance affects most grades of blank books, which are now listed ten per cent. higher. This change has been caused by increased cost of material and labor.

LESS PROTECTION.

THE revised tariff contains some changes in the duty on stationery lines, which in general show reductions in the preferential scale of duties. The general duty on manufactures of paper, such as boxed papers pads, papeteries and envelopes will stand at 35 per cent., while the preferential duty on goods of British manufacture is now 22½ per cent. as compared with 23-1-3 per cent. under the former tariff.

The general duty on millboard has been increased from 10 to 25 per cent., which will make the cost of many articles higher. The general duty on paper, other than printing paper, costing less than 2¼ cents a pound, is still 25 per cent. but the preferential tariff is now 15 per cent. instead of one-third off 25 per cent. Blank books are dutiable at 35 per cent. of their value; the preferential tariff admits them at 22½ per cent. as compared with one-third off 35 per cent. before.

Playing cards under the old tariff entered at 6 cents per pack or 4 cents on English cards. The revised tariff makes the duty 8 cents, with the preferential duty 5 cents per pack.

Imperial Series Postcards

To the Trade:

Write Quick for Samples and Prices.

WE LEAD IN

Black and White

Our Colored Cards

STAND ALONE

MONTREAL TORONTO QUEBEC
OTTAWA HISTORIC SPORTING
FISHING HUNTING
NORTHWEST SCENES

ALBUMS and **RACKS**
Always adding to our already well-assorted stock.

The Picture Postcard Co.
P.O. Box 334, OTTAWA, ONT.

PICTURE POSTALS

Have you seen our new

ENAMEL CARDS—Illustrating principal Canadian scenery, such as the Rockies, Muskoka, Montreal, military scenes, etc. Finished in the highest possible manner. $2.00 per hundred or $17.50 per thousand.

CHRISTMAS CARDS—Large and varied stock. All prices.

LEATHER CARDS—With velvet maple leaf. Something new and original. $6.00. Large assortment of other leather cards, $3.50 up.

"GREETINGS FROM CANADA"—Actual views of Canada showing in the letters. Very neat. Sure sellers. $1.25 per hundred.

POSTAL ALBUMS—At rock bottom prices.

Illustrated Post Card Co.
Everything in Picture Postals
TEMPLE BUILDING - MONTREAL

Picture Made to order only according to instructions supplied.

Specialties: Modern Heliotype styles, plain and coloured. **Post** Very fine make. First class Goods only.

Well known for efficiency and high-class workmanship. **Cards**

Otto Leder
Meissen 19 Saxony
Picture Post Card Manufacturer.
WHOLESALE EXPORT



Telegram—Addres KUNSTMARKERT, DRESDEN

ONLY FOR WHOLESALE DEALERS AND POST CARD PUBLISHERS

MARKERT & SOHN
Graphic Art Works
DRESDEN—A. Wintergartenstr, 74

MANUFACTURE:
PICTURE POST CARDS
OF ALL PROCESSES

AS A SPECIALTY WE MAKE:
COLLOTYPE, COLOURED COLLOTYPE, DOUBLE TONE GLAZED and AUTOTYPE POST CARDS, ALBUMS

Ask for samples and quotations

W. NEUMANN & CO., Wasserthorstrasse 42, Berlin, S. 42

High-class Collotype Printers

SPECIALTY: *Collotype Postcards* TO ORDER

Hand-coloured Collotype Cards
Glossy Collotype Cards
Double-tone Collotype Cards
Photochrom Collotype Cards

ALL KINDS OF VIEW-ALBUMS AND SAMPLE SHEETS

CHEAPEST PRICES. ***WHOLESALE AND EXPORT ONLY***

PICTURE POST CARDS

INDIRECT ADVERTISING.

HERE is a suggestion, which dealers in picture post-cards can take or leave as they see fit.

Suppose you have a stock of cards, your object is naturally to dispose of them. Now the idea in the mind of the average purchaser is that a picture post card is a pretty little memento to be sent through the mail to a friend. If the public acts on this idea alone, you will of course sell a good many cards, but does it not strike you that this idea now-a-days is a narrow one and limits sales? Has not the picture postcard a greater utility?

The picture postcard may be put to a great many uses,—far more than the general public realize. The question is, how are you, as a dealer in picture postcards, going to educate the public up to these uses? The solution is simple. Get the newspapers to co-operate with you and do a little indirect advertising.

If you can prevail on the publisher of your local newspaper to run a short article on "Uses for Picture Postcards," it will prove good copy for him and should result in increased business for you. City papers are to-day running suggestion for "Home-made Christmas Presents," and the department in which they appear is highly popular among readers of the paper. Postcard suggestions are sure to be equally popu'ar and there should be no demur on the part of a publisher to insert them, provided you are a regular advertiser.

For the benefit of those readers, who would like to have a short article to submit to their local publisher, we append something appropriate.

Uses for Picture Postcards.

Picture postcards may be put to many uses. Among the most effective are screen settings. Panel the screen with any desired material, put on either smooth or full, according to the quality of the goods, but leaving a space above this for the postcards. These are set in pieces of pretty wood that is grooved to slide the cards in. These strips of wood may be very narrow picture molding, which can be easily grooved. For holidays, have all the scenes pertaining to the joyful anniversary,—appropriate Christmas scenes, both outdoors and indoors lovely views of Irish scenery for St. Patrick's Day; for Easter, suitable views of church interiors, angels, flowers and the like.

A college student who travels abroad during vacation time got together a large collection of souvenir postals, and, with a miscellaneous collection of these left-overs from other work, he covered a cartridge-paper screen, set in a bamboo frame, for his sister's room. To hide the back of the screen was a hanging of silkaline covered with sprays of pink blossoms, to harmonize with the pink and delicate green colors of her room.

Leather postals make pretty cushion-tops, taking from twenty to twenty-five to make one.

On Panels.

Another attractive use for the paper postals as wel. as the blue-prints and photographic prints, is to group them on your walls. Cartridge-paper is required for this, so that spaces may be cut out the right size. A soft gray tint will make a good setting for any tint or color. This panel of paper should reach from the woodwork to the picture moulding for a finish, and have the sides finished with strips of the picture moulding.

After the spaces are cut for the pictures, attach them in place with a line of mucilage traced around the back of theopening, pressing the postal firmly to it after making sure that it is adjusted correctly. A large table should be used for this work, where the broad piece of paper can have a good suport while pasting on the pictures. The cards are generally the same shape, but the cut places will be much prettier if made round, oval or square, as the picture will admit.

Have each style of picture grouped by itself. When the pictures are all set, turn over the panel and finish each with a line of black paint around the opening, put on with a fine brush. It has the effect of bringing out the picture most beautifully in relief. Then the name of each scene is printed beneath in picturesque old English lettering.

As Tiles.

A tile effect on the over-mantel of a young man's room was arranged by his sister. The lettering was cut away from each postal and the picture set in place between the frieze and the mantel.

Post cards are being made use of in social functions, at luncheons, showers and parties, as decorations games and place-cards. At parties the hostess will request each guest to send in his or her acceptance on a post-card, and these she uses to designate the places at the table. These ideas I know will suggest many others to the possessors of post cards, to be used in small or large collections.

NEW POSTCARD REGULATIONS.

IN the new regulations of the British Postmaster General respecting postcards, which came into force Oct. 25. The minimum size for cards is 4 in. in length by 2¾ in. in width, The public are allowed to attach to a post card: (a) A gummed label not exceeding 2 in. in length by ¾ in. in width, bearing the name and address of the sender of the card; and (b) engravings, illustrations, drawings, and photographs on very thin paper, provided that they are completely adherent either on the back of the card or on the left half of the address side.

MORE GERMAN DESIGNS.

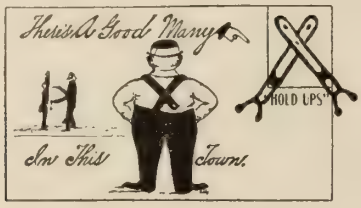
ANOTHER candidate for the favor of Canadian dealers, who are anxious to produce their own editions of local view cards is the firm of Boch & Kirsch, Frankfurt a.M., Germany. Samples of their work received evince many meritorious characteristics Special pains are taken to produce accurate results, particularly in the matter of coloring.

Their Autotypiechrom style of card has a fine mat surface, which gives a good background to the coloring. This card is especially suited to pictures of natural scenes containing foliage. Their Chromhelios are

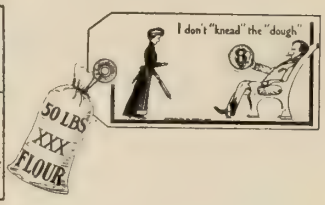
smoother in effect and depper in tone. For strong and big effects in landscapes they are excellent. In their mismiscellaneous designs, they show attractive groupings of scenes, embellished with various plain and color schemes. Boch & Kirsch only supply cards upon special orders, when photographs are forwarded.

NOVELTY CARDS.

ALL the cards issued by the Postal Novelty Co., Milwaukee, Wis., are original and unique. Each card has a novelty attached, true to life. One card has a pair of suspenders, another a sponge, a third a water bottle, a fourth a flour sack, etc. These give the cards a "money's worth look." The 5 cent cards cost $2.50 per hundred assorted; the 10 cent cards, including the one with the flour sack attached, entitled "I don't knead the dough," $5.00 per hundred. "Don't get cold







Feet," with a genuine hot water bottle attached, costs $6.50 per 100. These cards are all clean and inoffensive and are good sellers. They add to the variety of a post card collection.

VALENTINE'S LATEST POSTCARDS.

AMONG the latest arrivals of Valentine's original post cards is the Gold Panel Series." This series has a large range and is one of the best efforts of this company. The flower studies in the series, show colored engravings of many well known flowers and are a work of art as well as serving as a method for color study. The "Language of the Flowers" shows the meanings of the various flowers in artistic letters of the various flowers; for instance, one card has the words "Forget Me Not" made in the flowers of that name with the colorings remarkably true to nature. Another with the words of some affectionate mesage have the letters made out in roses. Each well known flower is shown and the meaning of each is well typified with some appropriate words. In the same series are some new "Cat Studies" which should prove a boon to all lovers of animals and those who have a taste for art. "Affairs of the heart" is another of the humorous series which no doubt will please those who are collecting the humorous post cards. "Moari Studies" taken from life by Valentine's own operators in New Zealand are now ready for the market and are a collection well worth having. Another series of high class post cards is the "Lovers Of All Nations" which show the lovers of each country in characteristic attitude and in their respective national costume.

An ingenious puzzle post card recently produced by this company is that of Cupid's Message. It shows a heart surrounded with the leaves and flowers of the bleeding heart. Following the instructions at the foot of the card the true message of the heart appears in appropriate words.

LEATHER POSTCARDS.

W. G. MacFarlane, publisher and importer, Toronto, announces that he has commenced the manufacture of his own leather postcards. This is quite a new and creditable departure. Mr. MacFarlane says the new line is meeting with most gratifying success and judging from the designs, subjects, and quality of leather and decidedly handsome finish, they should certainly stand at the head of the class. The Christmas subjects are surprisingly beautiful as are the Canadian patriotic designs, while the humor in the comics is simply irresistable.

Another essential advantage in this line is its cheapness—$3.50 per hundred—while Mr. MacFarlane has a special department for burning the name of the customer's own town. This is done for 25 cents per hundred.

Pictorial Postcards. Autochrom, Phototype, and Lithographic Coloured, etc.

Cards made from any Photograph. All orders receive prompt and careful attention. Lowest terms.

German Postcard Works
Boch & Kirsch · Frankfort °M.

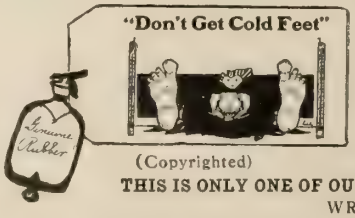
Several Rewards Established 1872 GOOD AGENTS WANTED

DON'T GET "COLD FEET"

THE SEASON'S BIGGEST HIT IN POST CARDS

A cute little GENUINE RUBBER Hot Water Bottle attached to illustrated tags, with expression, "DON'T GET COLD FEET."

Clean and inoffensive.
The cutest thing yet out.
$6.50 per 100
Less 5 per cent. cash in advance.
The original order, means a re-order.



(Copyrighted)

Original and attractive.
A perfect Hot Water Bottle.
$6.50 per 100
Less 5 per cent. cash in advance.

THIS IS ONLY ONE OF OUR MANY ORIGINAL POST CARD NOVELTIES.
WRITE FOR CIRCULAR.

POSTAL NOVELTY CO., Milwaukee, Wis.

THE MAGAZINE COUNTER

Clip out the following paragraphs and paste them up in a conspicuous position. Customers may be attracted by an item and sales result.

ANNOUNCEMENTS FOR 1907.

SCRIBNER'S Magazine will run a new serial by the author of "The House of Mirth," entitled, "The Fruit of the Tree." It will also feature a delightful series of papers by Henry van Dyke, "Days Off." Kate Douglas Wiggin will contribute more of her charming Rebecca stories. "Touring Europe in an Automobile," will be described by Henry Norman, M.P.

With 1907, the Atlantic Monthly completes its fiftieth year. In commemoration the publishers have planned many special features. The leading serial will be "The Helpmate" by May Sinclair. Mrs. Wharton will describe "A Motor Flight Through France." "The Garrick Letters," edited by George P. Parker, will contain unpublished correspondence. In addition there will be articles of wide-world interest and good stories.

The publishers of the American Magazine have gathered together a great many splendid features for 1907. There is a new serial, "Arethusa," by F. Marion Crawford, "The Tariff in our Tunes" by Ida M. Tarbell, humorous articles by "Mr. Dooley," "The Negro Problem" by Rev. S. Baker, "Adventures in Contentment" by David Grayson, stories by Josephine Daskam, etc.

Among the promised features in the Metropolitan Magazine for 1907 are: "The Future of Transportation" by Alexander H. Ford, "The New Style Housebreaker" by Broughton Brandenburg, "Old Battlefields" by John D. Wells, "Curiosity of Sport" by George Hibbard, and stories by many celebrated authors.

The strong feature of McClure's Magazine for 1907 will be the life of Mary Baker G. Eddy, the founder of the Christian Science movement, which will be told by Georgine Milmine. The first article in the series will appear in the January number.

Following the serials by A. E. W. Mason and Frances Hodgson Burnett, now running in the Century, will come a new novel by Elizabeth Robins, entitled "Come and Find Me."

During 1907, St. Nicholas is to have fairy stories by Frances Hodgson Burnett, a delightful serial story by Alice Hegan Rice, more stories about "Pinkey Perkins," stories by Ralph Henry Barbour, and a fine serial story by the author of the famous "Emmy Lou" book.

Harper's Magazine during 1907 will contain the story of "A Unique Arctic Expedition," by Lieut. Mikklesen, a young Danish explorer, a group of recollections of Lincoln by his personal guard, "Mountain Climbing in Two Continents," by Dr. Frederick Cook, "Recollections," by Captain Mahan, and a number of articles embodying some striking and hitherto unpublished letters of famous personages.

The December number of the International Studio contains eight handsome color inserts and the following articles, "Louis C. Tiffany and his Work in Jewellery," "Nature's Aid to Design," "The Evans Collection," "An Early Holbein," "English Drawing," "Art of Printing Etchings," etc.

Do You Ever Look

with worried eyes at your shelves of

Wall Papers

and wonder why they sell so slowly? There's one good reason. You may be sure **they are not the "Staunton" make.**

Taught by a half century of practical experience we know how to give that novelty and beauty in design and coloring which make "Staunton" Wall Papers

THE LEADING LINE

Grasp that fact, and you'll never need to worry again about forcing sales.

STAUNTON'S SPECIALTIES SELL THEMSELVES

Send a postal if you wish our traveller to call next month---or if you would like sample books to stock up from.

(Borders at Flat Prices.)

Staunton's Limited

Wall Paper Manufacturers

TORONTO, ONT,

A LINE OFTEN NEGLECTED.

IN the majority of smaller general stores throughout the country there is great need of improvement in the mode of handling wall paper. Too often the department is stocked without mature thought, and the display of attractive lines and the cultivation of appropriate policy in salesmanship are neglected. If the papers are simply piled up on the shelves with no attractive feature visible but the common little sample cards, how can the best results be secured? Couple this condition with the offices of a clerk who will automatically and without appreciative enthusiasm pull down and show the different papers, and put them back again without saying anything stronger or more impressive than "Now, here's a pretty thing," or "How does that suit you."

It is seldom a difficult undertaking to put new life into the wall paper department. After the stock is in classify it according to the different uses for which you will recommend it, and then infuse the proper spirit into the clerk in charge. Do not be backward about making displays and changing them often. You need not attempt any elaborate arrangement in these; what you want primarily is to have the most effective colors and patterns in your line taken from the shelves, and placed so that they can get a chance to attract.

WALL PAPER AND NEW ZEALAND.

The duty on Canadian wall paper going into New Zealand is 15 per cent., as against 22½ per cent. charged the product from the United States.

HERE AND THERE AMONG THE JOBBERS

Personal information for the guidance of buyers of stationery and fancy goods, especially procured by "The Monthly Visitor."

A HANDSOME bas relief portrait of His Holiness, Pope Pius X. executed on a picture post card, will be put in stock at the New Year by Warwick Bros. & Rutter, Limited. Dealers, in Quebec particularly, should find this card a strong seller.

* * *

On their first trip of the New Year, the travelers of Warwick Bros. & Rutter, will carry a full range of samples of staple stationery, as well as many new novelties in stationery lines. The firm state that never before have they been able to show as complete a line of blank books. The travelers will also carry samples of Eyre & Spottiswoode's, Baxter's Bibles and poets.

* * *

The Copp, Clark Co., are making a specialty this year of office and pocket dairies, carrying a large range They also show a full range of office stationery. Travelers, carrying these lines, will go out on the road at the New Year.

* * *

A large number of new jewelled embossed portrait post cards are being stocked by Warwick Bros. & Rutter. These are very handsome goods, gleaming with irridiscent effects and delicately colored by hand. They include all the foremost actresses of the day.

* * *

For the New Year a good stock of blank books, counter books, office stationery, etc., is necessary. Buntin, Gillies & Co., Limited, have a complete stock in all lines.

* * *

The Canadian Almanac for 1907 is a necessity in every office. The publishers announce the first edition for December 26. The lateness of the publication date is due to the fact that the issue has been held over in order to get the new tariff in.

* * *

The traveling staff of Warwick Bros. & Rutter are just in from a special trip, during which they showed the trade Valentines and Easter cards and post cards. They will now remain off the road until the New Year, as it is the policy of this house not to bother the trade with calls so near to Christmas, when everybody is so busy.

* * *

A new line of Dimity stationery is being brought out by Buntin, Gillies & Co., Limited, called "Dimity Plaid." It is a beautiful white paper with a linen finish in a plaid effect and is considered to be quite the correct thing. Their travelers will have samples on January 1st.

* * *

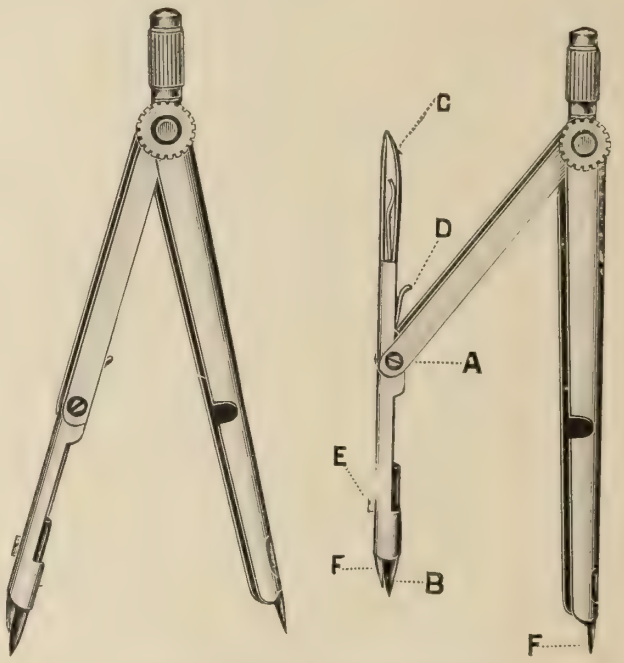
Warwick Bros. & Rutter, when asked to make a statement about their Fall trade, expressed the opinion that their turn-over was twenty-five per cent. ahead of any previous year. They did a splendid business in Christmas cards, calendars and private greeting cards.

* * *

Buntin, Gillies & Co., Limited, report a large sale for their Dira copying pencil, a line with nickel cap and point protector. This is an exceptionally good value retailing as it does for 5 cents.

* * *

The Copp, Clark Co., report exceptionally heavy business during the past month. Repeat orders are numerous and of greater proportions than usual. They have to hand a further supply of Scribner's pictures, boxed calendars, Christmas cards, etc., to supply the wants of buyers who find their original orders not sufficiently large. Valentines are being bought very heavily this year. It looks at present as though records will be easily broken. The Copp, Clark Co. will mail their catalogue to stationers on request.



ACME PENCIL COMBINATION.

SOMETHING useful to a great many different people is the Acme Pencil Combination, manufactured by the International Electrical Manufacturing Co., 19 East 15th Street, New York. It is a pencil, compass, divider, drawing and ruling pen all in one; selling at 25 cents.

Packed in a neat leather case, to carry in the pocket as an ordinary lead pencil, the combinations of compas and drawing pen will be found very convenient and useful. The drawing parts, needle points and case, are made of fine steel, are highly polished, and the case nickel plated. Extra lead in separate box and directions with each pencil.

PLEASANT RETROSPECTION.

IN reviewing the business of the year now drawing to a close, W. G. MacFarlane the postcard publisher and importer of Toronto and Buffalo states that the increase has many times exceeded the boom he anticipated. He states that it was almost impossible to cope with the demand so fast has the post card established itself in the favor of the American people. Stationers and booksellers all over the country have been the chief retail promoters of the picture post card, says Mr. MacFarlane, and the majority of the dealers have come to look upon the post card as one of their lively staples.

Rush orders for Christmas cards are already pouring in and right up to the last day "hurry-up orders" are expected. Very few dealers have fully anticipated the number of Christmas cards they will be able to sell this season.

A walk though the tinselling department of this house will at once give convincing evidence that tinselled cards are very much in favor. "Greetings from London," "Hamilton," etc., or whatever your town may be, tinselled on very pretty floral cards are one of the most popular styles of cards in Canada and the United States.

Orders for local view cards are also coming in thick and fast, and judging from the appearance of the photos the dealers recognize the advantage of good clear cut photographs; the better the photo the better the card. All of Mr. MacFarlane's local view work is executed in Germany with the exception of the half-tone. Not only are the Germans proficient in the art of printing, while their prices are exceedingly low, but few dealers know that the atmosphere of this country is not adopted for that particular style of printing.

Norman Caple & Company, Granville Street, Vancouver, B.C., are making a specialty of private Christmas greeting cards this year. They have issued a tasty little folder telling about them.

R. J. Soden, the Peterboro bookseller, is now settled in his new premises at 369 George Street. He has put in a fine stock of wall paper, and his general book and stationery stock is very complete.

A GROWING CONCERN.

WHAT is rapidly becoming an industrial concern of some repute had its inception early in 1902. H. W. A. Dixon and Lewis M. Dixon commenced manufacturing carbon paper at 30 Wellington St. East, Toronto. In December 1904 they moved to larger premises at 34 Adelaide St. West, where they are now situated, and a joint stock company was formed under style of The Carbon Paper & Ribbon Manufacturing Co., Ltd. In the fall of 1905 H. W. A. Dixon located in New York City where the Dixon method of manufacturing carbon paper and typewriter ribbons enabled him to readily secure a strong foothold among the trade of that country. His place as business manager was taken by Mr. A. Bertram Holmes, and while continuing a policy of conservatism this pioneer industry steadily forged ahead with the result that they now have plans made for the erection of a three storey factory 60x90 feet, to enable them to meet the demands of a rapidly growing domestic and foreign trade.

The rapid strides of this Company are quite in keeping with the industrial progress of the country in general, and it is some satisfaction to note that the largely increasing demand for this commodity is being met by fellow citizens rather than by our neighbors to the south as formerly.

ABOUT JELLITAC.

JELLITAC is a snow-white, adhesive paste, excellent for mounting photographs, repairing wallpaper, pasting labels and similar work. It comes in the form of a powder, from which water has been evaporated. By replacing the water it instantly turns back again to paste. Being a dry powder, it will keep indefinately. It overcomes such disadvantages as souring, hardening, crusting over the top or spoiling. When using, it is only necesary to wet up a small quantity at a time and thus always have paste that is fresh, smooth, sweet and clean. A 10 cent carton contains a quart of paste. Jellitac is manufactured by Arthur S. Hoyt, 90-92 West Broadway, New York.

THE DIFFERENCE

in price between our correspondence and wedding papers and the ordinary sorts is very small, but there is a great difference in looks, in style, in quality, in manufacture, in color combinations and designs.

Most of the time the common kind simply takes up room, while our kind sells, and at the proper profits. The papers that have quality, beauty and style are what the public want and insist upon, and the other kind is no attraction whatever. We have the most complete and salable line ever shown.

We can still supply choice assortments of our holiday boxes, and ship the same day, if necessary. Write or wire us.

GEO. B. HURD & CO.

Fine Paper Manufacturers

425 and 427 Broome Street, New York, U.S.A.



THE IDLE MOMENT

The merchant was sitting at his desk when the door opened, and a seedy-looking individual sidled up to him.

"May I ask your attention for a moment? I have here a new letter-file, my own patent."

"Don't want it!"

"Allow me to——"

"Go away!"

"It's a most——"

"I say I don't want it. Clear out! I'm busy."

"Let me show you this new kind of fountain pen I've invented."

"A what?"

"Fountain pen."

"Well, I don't want one myself, but there's Mr. Black at No. 6 across the road, he's highly interested in them. Try him."

The inventor departed with profuse thanks. Five minutes later he reappeared, holding a blood-stained handkerchief to his nose.

"That brute you sent me to has nearly killed me. He must be mad."

"Yes, he's got a fearful temper, hasn't he? But I can quite understand his being mad. You see, he bought a fountain pen yesterday, and this morning the top suddenly came off, and smothered his new grey suit with ink. Good morning! Shut the door as you go out."

* * *

A commercial was recently advised by a brother ambassador of commerce to call on a certain tradesman with whom he no account. He took the hint, called on the man, and was received most genially.

"May I show you my samples?" inquired the commercial.

The tradesman had no objection, and from an insignificant-looking bag the traveler produced quite a surprising quantity of specimen goods.

"Well," said the affable shopkeeper, when the bag was at last emptied, "there's only one thing I want today."

Out came the order-book.

"Thank you, Mr. ——," remarked the commercial, delighted at opening a new account; "and what is that?"

"Why," was the reply, "I want to see how you're going to get all those samples into that little bag again!"

* * *

Employer: "Mr. Slack, would you like to have an increase in salary?"

Employe: "Would I? I should say I would."

Employer: "Well, let me tell you, then, that unless you get here earlier and work a great deal harder, you'll never get it in this world."

"Speaking of accommodating hotel clerks," remarked a traveler, "the best I ever saw was in a certain town. I reached the hotel late in the evening. Just before I retired I heard a scampering under the bed, and saw a couple of large rats just escaping. I complained at the office. The clerk was as serene as a summer breeze."

"'I'll fix that all right, sir,' he said. 'James! Take up a cat to Room 23 at once.'"

* * *

Five young men went into a shop the other day to buy a hat each.

Seeing they were in a joking mood, the shopman said, "Are you married?"

They said, "Yes."

"Then I'll give a hat to the one who can truthfully say he has not kissed any other woman but his own wife since he was married."

"Hand over a hat," said one of the party. 'I've won it."

"When were you married?"

"Yesterday," was the reply, and the hat was handed over.

One of the others was laughing heartily whilst telling his wife the joke, but suddenly pulled up when she said:--

"I say, John, how was it you didn't bring one?"

CONDENSED OR "WANT" ADVERTISEMENTS.

Advertisements under this heading, 2c. a word first insertion; 1c. a word each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittance to cover cost ***must*** accompany all advertisements. ***In no case*** can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

FOR SALE.

BOOK, Stationery and Fancy Goods business in the most beautiful town of the Okanagan Valley in British Columbia. A steadily increasing business, a lovely country and a perfect climate. Cash receipts average over $8,000 per year. No opposition. Apply Box No. 9, Kelowna, B.C.

BOOKS. Stationery, Fancy and Souvenir Goods business in a rapidly growing western city; a well established paying business for about $2,500. Address Box 809. Moose Jaw, Sask.

POSITION WANTED.

YOUNG MAN (24), five years' experience in printing and all branches of stationery trade seeks change; manufacturing, wholesale or retail. Distance no object. Best references. Box 112, BOOKSELLER AND STATIONER.

HELP WANTED

Owing to our rapidly growing trade, and the constant increase we are making in our travelling staff, and due to the fact that we have found it more satisfactory to educate our own travellers, we wish to have on fyle applications from bright young lads from sixteen to eighteen years of age, willing to work and ambitious to learn the stationery business. Those with some experience preferred.

APPLY

WARWICK BROS. & RUTTER

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NEW CANADIAN COPYRIGHTS

Registered at Ottawa during November, 1906.

The Gun Master. March and Two-Step. By C. V. Grimm. Jerome H. Remick & Co., Detroit, Michigan.

Earl Grey Party at Big Tree, Stanley Park. (Photo.) Fricke & Schenck, Vancouver, B. C.

Azilda Wreck, No. 1, No. 5, No. 8, No. 10. (Photos.) William G. Gillespie, Sudbury, Ont.

Sugar Mine. Song. (Words and Music.) By Eddie Leonard and Eddie Cupero. Lew Dockstader, Publisher, New York.

Napanee. Song. Words by Will S. Genero. Music by W. R. Williams. Will Rossiter, Chicago, Illinois.

Owatanna. Mexican Intermezzo. By Egbert Van Alstyne. Jerome H. Remick & Co., Detroit, Michigan.

Mid the Yellow Jasmine. Song. Words by Roger W. Sweet. Music by Floyd H. McLean. Jerome H. Remick & Co., New York.

Nature in the Light of Scripture; The Ruminants. By J. B. Gottshall. (Book.) Lionel S. Haynes, Toronto.

Digest of the Mercantile Laws of Canada and Newfoundland. Sixth Edition. Compiled by W. H. Anger, B.A. William Henry Anger, Toronto.

Sweet Molly O'Rielly. Words by W. H. Hoffman. Music by Geo. Adams. A. Cox & Co., Toronto.

Arithmetique—Cours Superieur. Ancienne Arithmetique Commerciale Modifiee par les Freres des Ecoles Chretiennes. (Livre). Augustin Belanger, Montreal.

Geographie—Atlas du Cours Superieur. Par les Freres des Ecoles Chretiennes. Augustin Belanger, Montreal.

The A. B. C. of Toronto, Canada. Leaflet. Frank George Morley, Toronto.

You've Got to be American to Feel that Way. Words by Louie Dacre. Music by Hampton Durand. Will Rossiter, Chicago.

Would You Like to Love a Boy Like Me? Words by Harold Atteridge. Music by Al. W. Brown. Will Rossiter, Chicago.

Methode de Lecture. Par Une Commission d'Instituteurs. (Livre). P. M. Rault, (Frere Albert Joseph), Laprairie.

Oiseau Rock, Up the Ottawa River. (View.) Heart Lake Hunting Club, Pembroke, Ont. (Photo.) Oiseau Creek, Near Oiseau Rock. (Photo.) Windsor Island, Up the Ottawa River. Views of Pembroke and the Upper Ottawa. M. Edward O'Gorman, Pembroke, Ont.

Hitting the Bull's Eye. (Picture.) Harnessing the Falls. (Picture.) William Rowe Lewis, Winnipeg.

Evangeline. (Drawing.) Ganong Brothers, Limited, Saint Stephen, New Brunswick.

Studies of Plant Life in Canada. By Mrs. Catharine Parr Traill. New and revised edition. Illustrated with 8 reproductions in natural colors and 12 half-tone engravings, from drawings by Mrs. Agnes D. Chamberlin. (Book.) Mrs. Agnes D. Chamberlin, Lakefield, Ont.

The Tournament. March and Two-Step. By Harry J. Lincoln. Vandersloot Music Company, Williamsport, Pennsylvania.

Summerside from Top of Post Office Looking North. Summerside from Top of Post Office Looking East. (Photos.) Lorne H. Read, Summerside, Prince Edward Island.

The Handy Guide to Winnipeg. (Book.) International Bureau, Winnipeg.

Valse Louise. By Egbert Van Alstyne. (Music.) Jerome H. Remick & Company, Detroit.

Notes Economiques sur le Canada; Fascicule 1; Le Bank and Banking Act Canadien. Ch. Marie Claude de Bouthiller-Chavigny, Lennoxville.

Mickey Finn. Two-Step. By Maude L. Rogers. (Music.) Jerome H. Remick & Company, Detroit.

Golding's A Tragedie of Abraham's Sacrifice. Edited with an Introduction, Notes and Appendix. By Malcolm W. Wallace, Ph.D. H. H. Langton, Toronto.

Te Deum Laudamus. Anthem. By G. Sidwell. (Music.) G. Sidwell, Owen Sound.

Knights Who Fought the Dragon. By Edwin Leslie. (Book.) William Briggs, Toronto.

Irene. Song. By Benj. L. Shook. (Music.) Grinnell Brothers, Detroit.

Traite Canadien du Jeu de Dames a la Polonaise. Par Ernest Geoffrion. (Livre.) Ernest Geoffrion, Montreal.

O Canada, Terre de Nos Aieux! (Chant National.) Words by the Honourable Judge Routhier. Music by C. Lavallee. Whaley, Royce & Company, Limited, Toronto.

The Lord Bless Thee. (Sentence for Baptism.) Anthem. By T. C. Jeffers, Mus. Bac. (Music.) Whaley, Royce & Company, Limited, Toronto.

Mapleonia. Canadian National Hymn. By W. H. Jackson. (Music.) W. H. Jackson, Lindsay.

My Grief on the Sea. Song. The words Traditional Irish. English by Douglas Hyde, LL.D. Music by Charles Willoby. The John Church Company, Cincinnati, Ohio.

Why Must We Part. Song. By W. R. Williams. Will Rossiter, Chicago.

To Leave You Forever. A beautiful concert ballad. Words by Tom Farrel. Music by Fred Fischer. Will Rossiter, Chicago.

Sleepy Lou. For Piano. By Irene M. Giblin. Jerome H. Remick & Company, Detroit.

The Heavens Declare the Glory of God. With illustrations. By Rev. D. B. Marsh, Sc.D., F.R.A.S. (Book.) D. B. Marsh, Hamilton.

Drawings and Pen Work. (Drawing.) D. Beauchamp, Montreal.

History of the North West Mounted Police. By Captain Ernest J. Chambers, (Corps of Guides.) (Book.) Ernest J. Chambers, Ottawa.

The Premier Celebrates His 65th Birthday Next Tuesday. (Pictures.) The George Murray Publishing Company, Limited, Montreal.

Official Basket Ball Guide for 1906-07 of the Y.M.C.A. Athletic League of Canada. (Book.) Governing Committee of the Athletic League of Young Men's Christian Association of Canada, Toronto.

Cherry. Song. Words by Arthur Gillespie. Music by L'Albert. Jerome H. Remick & Company, Detroit.

Autumn. Song. Words by James O'Dea. Music by Neil Moret. Jerome H. Remick & Company, Detroit.

Eugene. Talbot-Fournier's Educational Game of French and English Verbs. (Instructions and Cards.) Eugene Talbot-Fournier, Montreal.

Via Borealis. By Duncan Campbell Scott. With decorations by A. H. Howard, R.C.A. Duncan Campbell Scott, Ottawa.

Everybody Knows Him, Pretzel Pete. Made in Germany. By Hampton Durand. (Music.) Will Rossiter, Chicago.

When the Moonlight Falls on the Water. (Photo.) Watchman, What of the Night. (Photo.) The Harvest

PAYSON'S INDELIBLE INK



Trade supplied by all Leading Wholesale Drug Houses in the Dominion.

Received Highest Award Medal and Diploma at Centennial, Philadelphia, 1876; World's Fair, Chicago, 1893, and Province of Quebec Exposition, Montreal, 1897.

Standard Commercial Works.

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At 4, 5, 6, 7, 8, 9 and 10 per cent. per annum, by NAPOLEON MATTE. 5th Edition. Price, $3.00.

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Buchan's Sterling Exchange Tables,
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Showing the relative value, according to the rate of discount in London, in Canadian and New York systems of quotations, of bills of exchange drawn at any rate, or having any number of days to run, etc., etc., by EWING BUCHAN. Price, $4.00

Buchan's Par of Exchange (Canadian),
Giving sterling into dollars and cents and *vice versa*, from £1 upwards, also sterling equivalents, Canada into New York and *vice versa*; by EWING BUCHAN. Price (in sheets), each, 20c.; mounted (on boards), each, 35c.

The Importers' Guide,
A hand-book of advances of sterling costs in decimal currency from one penny to 1,000 pounds, with a FLANNEL TABLE, from 20 to 100 shillings per piece of 46 yards; by R. CAMPBELL and J. W. LITTLE. Cloth, 75c.; leather, $1.00

The Canadian Customs Tariff,
Revised to date, containing lists of warehousing ports in the Dominion, the Franco-Canadian treaty, extracts of Canadian Customs Act, Sterling Exchange, Francs, German Rixmark, at Cadadian Customs values, also a table of the value of francs in English money, Harbor Dues, etc., etc. Cap 8 vo, cloth. Price, 50c.

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This house is pleasantly and conveniently located on the East side of Queen Street. The rooms are bright and cheerful. Every attention paid to guests. Billiards and Pool. Hot and cold water baths. A. McNICOL, Prop.

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This first-class hotel is most conveniently situated in the coolest and healthiest part of the city. Five minutes from railway station and steamer stal lings, and near to all principal public buildings. Cool and lofty bedrooms. Spacious Dining and Ladies' Rooms. Billiard Room. Electric light throughout.

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Private Board $12 to $14 per week.
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WINTER RESORT
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Moon. (Photo.) When the Sun Goes Down. (Photo.) A Pictou Harbor Vignette. (Photo.) William M Monroe, Pictou, Nova Scotia.

Sunday School Class Record, Advent 1906 to Advent 1907. (Card System.) The Church Record S.S. Publications, Toronto

BEST SELLING BOOKS OF THE PAST MONTH.

As Reported by Leading Canadian Retail Dealers.

BELLEVILLE.

1. "Fighting Chance," by R. W. Chambers. McLeod.
2. "Treasure of Heaven," by Marie Corelli. Briggs.
3. "Jane Cable," By G. B. McCutcheon. Briggs.
4. "Awakening of Helena Ritchie," By M. Deland. Poole.
5. "Cattle Baron's Daughter," by H. Bindloss. McLeod.
6. "A Japanese Blossom," by O. Watanna. Poole.

CALGARY.

1. "Fighting Chance," by Robert W. Chambers. McLeod
2. "Call of the Blood," by Robert Hichens. Briggs.
3. "Sophia of Kravonia," by Anthony Hope. Poole.
4. "Whispering Smith," by F. H. Spearman. McLeod.
5. "Sir Nigel," by Conan Doyle. Briggs.
6. "Chip of the Flying U."

CHARLOTTETOWN.

1. "Treasure of Heaven," by Marie Corelli. Briggs.
2. "Jane Cable," by G. B. McCutcheon. Briggs.
3. "Heart that Knows," by C. G. D. Roberts. Copp.
4. "Sir Nigel," by Conan Doyle. Briggs.
5. "Man Who Rose Again," by J. Hocking. Copp.
6. "White Plumes of Navarre," by S. R. Crockett. Briggs.

COLLINGWOOD.

1. "Undertow," by R. E. Knowles. Revell.
2. "Saul of Tarsus," by E. Miller. McLeod.
3. "Fighting Chance," by R. W. Chambers. McLeod.
4. "Man who Rose Again," by Joseph Hocking. Copp.
5. "Tides of Barnegat," by F. Hopkinson Smith. McLeod.
6. "Whispering Smith," by F. H. Spearman. McLeod.

EDMONTON.

1. "Fighting Chance," by R. W. Chambers. McLeod,
2. "Coniston," by Winston Churchill. Macmillan.
3. "Tides of Barnegat," by F. H. Smith McLeod.
4. "Treasure of Heaven," by Marie Corelli. Briggs.
5. "Prisoners," by Mary Cholmondeley. Copp.
6. "Whispering Smith," by F. H. Spearman. McLeod.

HALIFAX.

1. "Treasure of Heaven," by Marie Corelli. Briggs.
2. "Fighting Chance," by R. W. Chambers. McLeod.
3. "Tides of Barnegat," by F. H. Smith. McLeod.
4. "Coniston," by Winston Churchill. Macmillan.
5. "Prisoners," by Mary Cholmondeley. Copp.
6. "Jane Cable," by G. B. McCutcheon. Briggs.

HAMILTON.

1. "Fighting Chance," by R. W. Chambers. McLeod.
2. "Sir Nigel," by Conan Doyle. Briggs.
3. "Awakening of Helena Ritchie," by M. Deland. Poole.
4. "Coniston," by Winston Churchill. Macmillan.
5. "Tides of Barnegat" by F. H. Smith. McLeod.
6. "Undertow," by R. E. Knowles. Revell.

KINGSTON.

1. "Treasure of Heaven," by Marie Corelli. Briggs.
2. "Awakening of Helena Ritchie," by M. Deland. Poole.
3. "Call of the Blood" by R. Hichens. Briggs.
4. "Coniston," by Winston Churchill. Macmillian.
5. "Spoilers," by R. E. Beach. Poole.
6. "Tides of Barnegat," by F. H. Smith. McLeod.

MONCTON.

1. "Fighting Chance," by Robert Chambers. McLeod
2. "Tides of Barnegat," by F. H. Smith. McLeod.
3. "Jane Cable," by G. B. McCutcheon. Briggs.
4. "Cattle Baron's Daughter," by H. Bindloss. McLeod.
5. "Treasure of Heaven." by Marie Corelli. Briggs.
6. "Undertow," by R. E. Knowles. Revell.

MONTREAL.

1. "The Doctor," by Ralph Connor. Westminster Co.
2. "Undertow," by R. E. Knowles, Revell.
3. "Call of the Blood," by Robert Hichens. Briggs.
4. "Treasure of Heaven," by Marie Corelli. Briggs.
5. "Coniston," by Winston Churchill. Macmillan.
6. "Fighting Chance," by R. W. Chambers. McLeod.

OTTAWA.

1. "Fighting Chance," by R. W. Chambers. McLeod.
2. "Awakening of Helena Ritchie," by M. Deland. Toole.
3. "Coniston," by Winston Churchill. Macmillan.
4. "Whispering Smith," by F. H. Spearman. McLeod.
5. "Undertow," by R. E. Knowles. Revell.
6. "Orbit of Life," by Dr. Herridge. Revell.

PETERBORO'.

1. "Jane Cable," by G. B. McCutcheon. Briggs.
2. "Fighting Chance," by R. W. Chambers. McLeod.
3. "Treasure of Heaven," by Maria Corelli. Briggs.
4. "Prisoners," by Mary Cholmondeley. Copp.
5. "Undertow," by R. E. Knowles. Revell.
6. "Whispering Smith," by F. H. Spearman. McLeod.

PORT ARTHUR.

1. "Fighting Chance," by R. W. Chambers. McLeod.
2. "Doctor," by Ralph Connor. Westminster.
3. "Jungle," by Upton Sinclair. McLeod.
4. "Treasure of Heaven," by Marie Corelli. Briggs.
5. "Bob Hampton," by R. Parrish. Briggs.
6. "Tides of Barnegat," by F. H. Smith. McLeod.

QUEBEC.

1. "The Treasure of Heaven," by Marie Corelli. Briggs.
2. "Awakening of Helena Ritchie," by M. Deland. Poole.
3. "Adventures of Billy Topsail," by Norman Duncan. Revell.
4. "Fighting Chance," by R. W. Chambers. McLeod.
5. "Jane Cable," by G. B. McCutcheon. Briggs.
6. "Man who Rose Again," by Joseph Hocking. Copp.

ST. CATHARINES.

1. "Undertow," by R. E. Knowles. Revell.
2. "Fighting Chance," by R. W. Chambers. McLeod.
3. "By Wit of Woman," by A. W. Marchmont. McLeod.
4. "Whispering Smith," by F. H. Spearman. McLeod.
5. "Tides of Barnegat," by F. H. Smith. McLeod.
6. "Late Tenant," by Gordon Holmes. McLeod.

SARNIA.

1. "Doctor," by Ralph Connor. Westminster.
2. "Saint," by Antonio Fogazzaro. Copp.
3. "Sir Nigel," by Conan Doyle. Briggs.
4. "Fighting Chance," by R. W. Chambers.
5. "Coniston," by Winston Churchill. Macmillan.
6. "Benita," by Max Pemberton. Copp.

STRATFORD.

1. "Fighting Chance," by R. W. Chambers. McLeod.
2. "Undertow," by R. E. Knowles. Revell.
3. "Jane Cable," by George Barr McCutcheon. Briggs.
4. "Silver Maple," by Marian Keith. Westminster.
5. "Tides of Barnegat," by F. H. Smith. McLeod.
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2. "Saint," by Antonio Fogazzaro. Copp.
3. "Dream and the Business," by Mrs. Craigie Copp.
4. "Fighting Chance," by R. W. Chambers. McLeod.
5. "White Fang," by Jack London. Macmillan.
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2. "Cattle Baron's Daughter," by H. Bindloss. McLeod.
3. "Blindfolded," by R. A. Walcott. McLeod.
4. "Treasure of Heaven," by Marie Corelli. Briggs.
5. "Puck of Pook's Hill," by Rudyard Kipling. Macmillan.
6. "Fighting Chance," by Robert Chambers. McLeod.
7. "Whispering Smith," by F. H. Spearman. McLeod.
8. "White Fang," by Jack London. Macmillan.

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1. "Fighting Chance," by R. W. Chambers	149
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